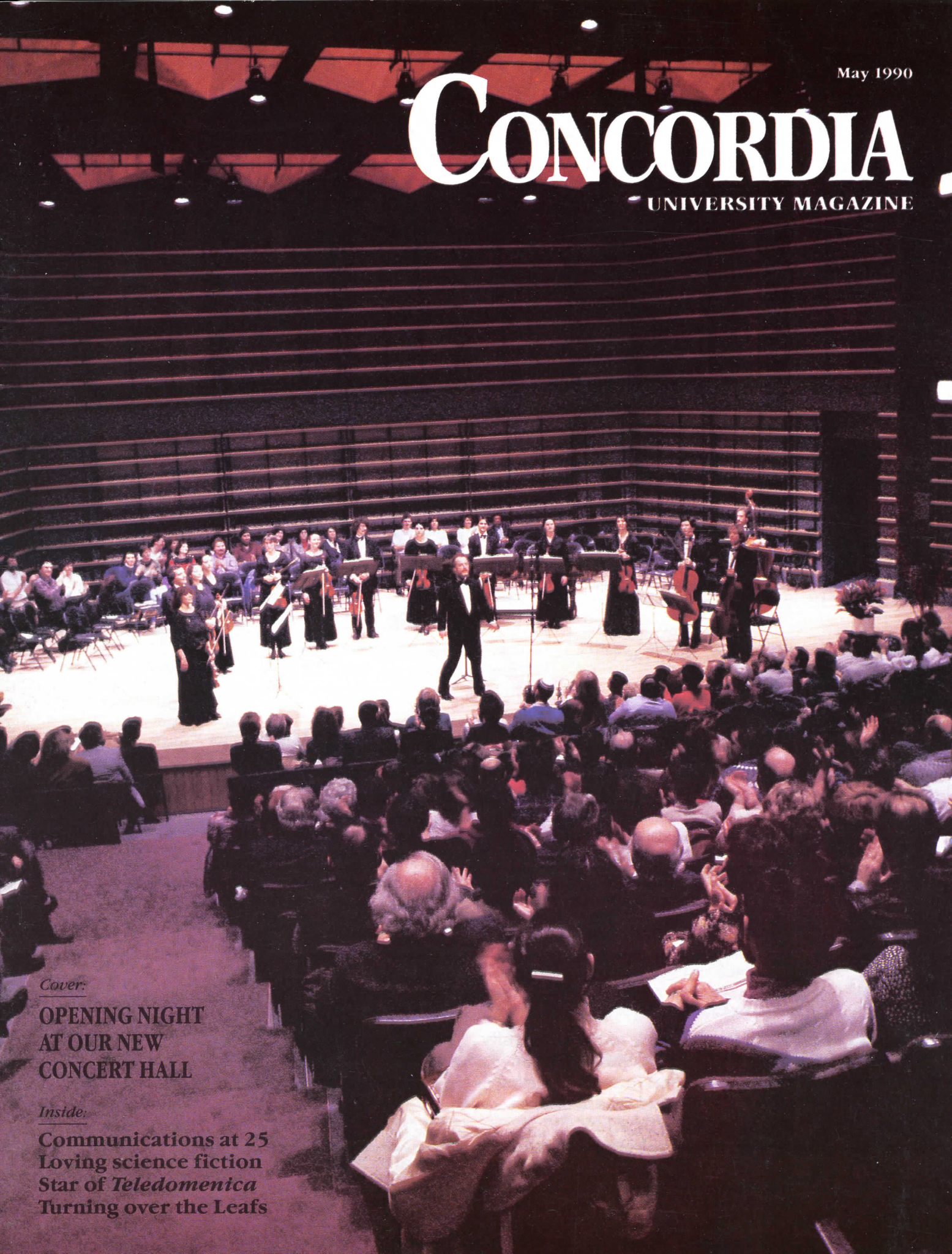


May 1990

CONCORDIA

UNIVERSITY MAGAZINE



Cover:

**OPENING NIGHT
AT OUR NEW
CONCERT HALL**

Inside:

**Communications at 25
Loving science fiction
Star of *Teledomenica*
Turning over the Leafs**

Celebrate it!

Homecoming 1990 kicks off on Friday, October 12th, with a gala Dinner Dance at the Ritz Carlton Hotel. This spectacular evening is sure to be a hit!

Relive it!

On Saturday, October 13th, sign up for a campus tour - visit old haunts and see the changes to the University. Why not become a student for an hour and register for a lecture before joining us for brunch? Cheer on the Concordia Stingers at the Shaughnessy Cup/Shrine Bowl Football challenge of the year, or enjoy a musical interlude at the new Concert Hall. Head on over to the Rector's (post-game) Reception where you can meet up with old friends and mingle with the players.

Enjoy it!

Saturday evening is being reserved for class or departmental reunion dinners. Chancellor Alan B. Gold will host a dinner for senior graduates, while Rector Patrick Kenniff will celebrate his 25th Anniversary with his classmates. Concordia's 15th Anniversary Birthday Bash is open to everyone and is the perfect way to wind up this years' Homecoming!

All alumni are invited back to the University for Homecoming 1990. In keeping with the traditional five year reunion format, however, the years ending with 5s and 0s are being featured. So come one, come all to
Concordia's First Annual Homecoming!

FIRST ANNUAL
CONCORDIA ALUMNI
HOMECOMING
OCTOBER 12-13, 1990

Don't miss it!

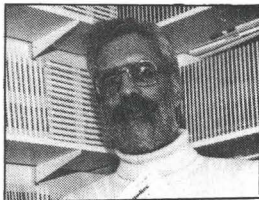


Cover photo of Concordia's
Concert Hall by George S. Zimbel

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What's the big deal about communications?

THIS IS THE TWENTY-FIFTH anniversary of Concordia's Department of Communication Studies. So? Why should you care? You know how to talk, right? So what's the big deal about studying communications? Well, just imagine this scene.

It's a nice day. You're enjoying a stroll along a wooded path. Suddenly, a gorilla stomps towards you, growling and tearing up small trees. (A gorilla? Oh. Perhaps I should have mentioned it's a wooded path in the jungle.) Anyway, there's this stomping gorilla, and you have a communications problem.

How do you let the gorilla know your intentions are peaceful? If you smile, he'll see your bared teeth as a challenge. If you wave and say, "Have a nice day," he'll rip your arm off. How do you communicate with a gorilla? Okay, so you don't move in the same social circles as stomping gorillas. This isn't one of those problems that's kept you from sleeping at night. But communications with a gorilla would be simpler than many of the communications problems we have to deal with every day. Nor is our modern technology much help because every advance in technology creates a whole new set of communications problems. That's why, 25 years ago, Concordia created Canada's pioneering communications department.

Communication is constantly putting fresh demands on us. In the 19th century, for example, Charles Dickens could write ten pages about somebody looking at a brick wall, every page awash in adjectives and adverbs. He could do it because he didn't have to compete for his readers' attention. There was no television, no radio, no movies. Readers looked forward to getting lost in Dickens stories for hours at a time because they had nothing else to do.

He wouldn't get away with that today. The modern reader has plenty of media choices, and wants to try all of them, usually at the same time. To have any chance to get its share of time, literature has to come in bite form like Shreddies. *Reader's Digest* has mastered the modern formula with articles short and simple enough to zip through during a commercial break on television.

Movies demolished the communication style of a generation of stage actors. In the old days, the distance between the stage and the audience had forced actors to exaggerate every expression and gesture. A loud voice was essential to carry words to every seat in the house. But on a giant screen with faces projected ten feet high, the exaggerations look grotesque. On the stage, an actor who paces, waves his arm and rolls his eyes is dramatic. On the screen, he's a ham.

Radio introduced a different kind of problem for communications. Listeners have a sense that the broadcaster is right in the room with them. They like the broadcaster to talk as a friendly visitor in the home would, with an easy, chatty style. Politicians who roused mobs of sup-



Graeme Decarie teaches Canadian history and is Chair of Concordia's history department.

porters with ranting in packed halls bombed when they transferred the style to radio. President Roosevelt understood that well when he was elected during the 1930s. His broadcasts to the nation were models of neighborly style — even to their title, "Fireside Chats." Then came television, the medium that makes all other forms of communication seem simple.

For a start, three minutes is an eternity on television. If you have anything that takes longer than three minutes to say, nobody's listening. Worse, you have to make your point in the first sentence. If no point comes through immediately, you've probably lost your audience. Remember, the television watcher has a short attention span — and a remote control that can change channels with the touch of a finger. And you're up against a dozen channels of dancing bears, wrist-wrestling championships and kiddy cartoons.

Even a dynamite opening sentence might not help you. If you have a spot of dirt on your nose or a crooked necktie, nobody will pick up a word you say. Television is pictures. A spoken word on television is like a barometer in the hall. It's a quaint reminder of olden times, but it doesn't have much practical use. It's far easier to communicate with a gorilla than with a television viewer.

Even old-fashioned writing can be a complicated business. Magazine items like this one need short paragraphs. Otherwise, readers get dizzy reading down the narrow columns. It also needs an attention-grabber at the start; thus this column's stomping gorilla.

Most advertising needs lots of empty space and very few words because it has only a fraction of a second to catch the eye of a page-flipping reader. Writers for the popular market have to learn to write so that the reader can picture scenes without directly being told much about them. The reader has to know that a character is tired or happy or sad without being told it. Sound easy? Try it.

Communication is a fundamental activity of all people and, for that matter, of all animals. That makes it of fundamental importance to universities. With just 25 years at Concordia, Communication Studies is a young department, but there is no department whose work is more important.

Oh, how do you let that gorilla know you aren't a threat? Easy. Look submissive. Just let your head droop and your hands hang limply by your sides. That posture will deliver a message that you're just boppin' along, no threat to anybody. You won't have any trouble.

Well, you probably won't. If his stomping and tree-ripping were intended to communicate that he would defend himself if necessary, you're home free. If, on the other hand, ripping up trees is a gorilla's way of starting a meaningful relationship, then looking submissive could get you into trouble. There's still a lot of research to do in Communication Studies. ♦

Concert Hall begins life harmoniously

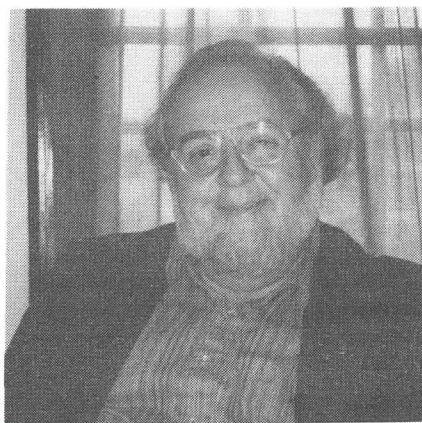
CONCORDIA'S NEW CONCERT Hall enjoyed a very busy first season starting last January, operating at a seven-day-a-week pace and serving-up more than a hundred musical performances for the enjoyment of the university and surrounding west-end community.

The \$4.2 million Concert Hall, built with funds from the Capital Campaign, held its inaugural public concert in late January with a performance by *I Musici de Montréal*. The evening, captured in our cover photo, attracted a full house to the intimate 619-seat facility.

In following weeks, the Hall, nestled behind the Campus Centre on Loyola Campus, staged performances by such well-known names as the Orford String Quartet, pianist Anton Kuerti, vibraphonist Gary Burton, jazz vocalist Betty Carter, and Montreal's Studio de musique ancienne.

This year's annual Stone-Consolidated Inc. lecture also revolved around the Concert Hall, with jazz trumpeter Wynton Marsalis giving a performance and lecture on his art in March.

However, the majority of performances were mounted by Concordia's Music Department, for whom the hall is a long-held dream come true as a recital and rehearsal venue for students and ensembles including the



SHERMAN FRIEDLAND
Students play better

university's symphony and chamber orchestras.

Music Department chairman Sherman Friedland says it's the best teaching hall he has known, both because of the inspiring visual appeal and excellent acoustics. "You can hear every note, and when you hear better, you play better," he says.

Friedland strongly disagrees with a

Montreal *Gazette* article critical of the hall's acoustics that followed the inaugural concert. "I'm a professional musician, and I say in no uncertain terms that the acoustics are wonderful," he says, adding that visiting artists have also complimented the sound.

Indeed, Montreal acoustician Serge Melançon incorporated some unusual design in the hall to allow for fine-tuning its treatment of sound. This is done with movable panels that absorb or reflect notes differently, depending on which side is turned towards the music.

For Loyola neighbors who have put up with the growl of construction for years, the sound of music is a welcome change.

"The community here is just thrilled," says Concert Hall manager Jane Needles, whose lengthy career in the cultural field has included stints at Stratford and the National Arts Centre. She even says that "a handful of ten people" have been to just about every concert. ♦

Stingers are champs in basketball

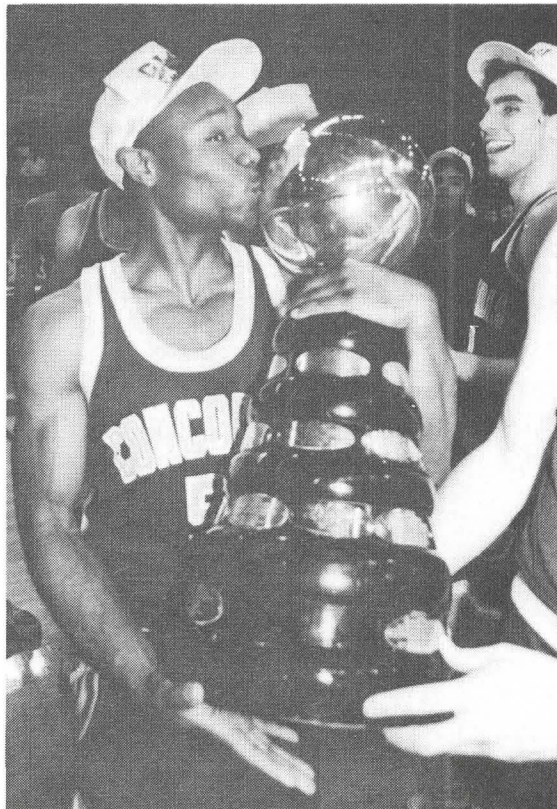
THE CONCORDIA STINGERS basketball team gave Montreal a rare taste of basketball fever last March after winning the Canadian Interuniversity Athletic Union tournament, the first Quebec team to ever take the national championship.

Their 80-62 victory over the Guelph Gryphons, played out before a national television audience as well as 4,700 spectators in Halifax, earned a front-page picture in the Montreal *Gazette* along with a short editorial conveying the surprise of it all:

"This team toils in obscurity. Its band-box gym holds barely 800 people. Not one Concordia player was named to the first or second all-Canadian teams — or even got honorable mention. Its players were the shortest among the eight teams in the championships. Its coach was in his first year. And as the final game against Guelph opened, Concordia fell behind 12 to 4."

Then stamina and teamwork won it, with coach John Dore's strategy: "Our game plan was to take away

Canadian Press



Concordia Stingers Raphael Tyrell (left) and Charlie Mason romance the cup that comes with winning the CIAU national men's basketball title. ▶



JANE NEEDLES
Community thrilled

We're part of Montreal's 350th birthday

MONTREAL HAS A BIG birthday coming up in 1992, and it's a special event for Concordia as well, with Rector Patrick Kenniff playing a prominent role in organizing a memorable party to celebrate the city's proud history.

The occasion is the 350th anniversary of Montreal's founding by Sieur de Maisonneuve in 1642, and Kenniff is chairman of the Corporation des célébrations du 350e anniversaire de Montréal 1642-1992, a municipal entity formed to coordinate a year full of events and festivities.

In a luncheon address to the McGill Society of Montreal in March, Kenniff noted that 1992 is the first opportunity in memory for Montrealers to celebrate their history, since the city's 300th birthday was sidetracked by World War Two.

The board of directors of Celebrations Montreal 1992 feels that Montrealers have lost touch with their past, he said, but "1992 could be an opportunity, through everything from school projects to international exhibitions, to underscore and pay homage to that history."

In general, Kenniff said birthday plans should include capital projects as well as activities in a wide range of



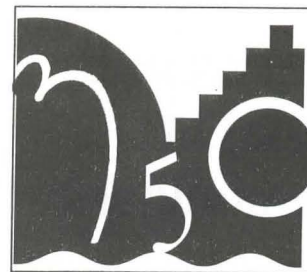
PAUL DE CHOMEDY, SIEUR DE
MAISONNEUVE.

Montreal's founding father

fields such as culture, sports and education.

Museums, art galleries and existing festivals are being encouraged to tailor their 1992 programming to the occasion. The completion of museum expansion projects, the opening of the Biodome (converted from the Velodrome) and the conversion of Bonsecours market to public use will also be part of the festivities. And so will hundreds of projects organized by ordinary Montrealers.

Kenniff explained that Celebrations Montreal 1992 will directly organize only the opening and closing ceremonies as well as celebrations



City's birthday logo

on the actual date of Montreal's founding. Historians differ on whether this is May 17, when de Maisonneuve and his party of 40 men and four women (including Jeanne Mance) landed, or May 18, when they first celebrated mass.

The corporation will also give financial and technical assistance to certain other activities, including the Winter Cities Showcase and the meeting of Mayors of Northern Cities, both international events coming in February, 1992. This assistance will also be extended to exhibitions, original artistic works and cultural shows, to help "with the conceptual work involved in planning them," Kenniff said.

In a third category are projects submitted by Montrealers for accreditation by Celebrations Montreal. If approved, these events will be entitled to use the logo and slogan of the celebrations, and receive promotional backing. More than 200 unsolicited projects have been received by the corporation, and others are still welcome.

Kenniff stressed that Celebrations Montreal 1992 is not a granting agency with gobs of money to act as principal funder for individuals or organizations. Promotion of activities in the official program will take up half its \$54 million budget, supplied by municipal, provincial and federal governments, corporate sponsorships and souvenir sales.

Meanwhile, the Concordia community responded heartily to an invitation to propose events and exhibits that would lend a Concordia flavor to the 1992 party.

An internal committee coordinated by Claire McKinnon, assistant to the Office of the Rector, received about 15 proposals, including a conference on literacy, an anthology about Montreal by Concordia writers, a solar car race, an international MBA Case Competition, and a beautification proposal for Mackay Street.

► **Basketball**

their inside game and throw them off guard with our full-court presence, and we executed it well," said Dore, a former Stinger himself who coaches the team part-time.

The Stingers' stunning CIAU victory caught the University off guard, but not for long. The National Champions were soon being honored at a series of events, including an Alumni Association reception, a victory party at the Campus Centre, and a gala Rector's Reception at the Loyola Faculty Club.

Concordia athletic director Bob Philip said he expected the entire university would benefit from the championship.

"Schools try to get their names in

the paper," he told *Gazette* reporter Randy Phillips. "And any time you get positive publicity from coast to coast, it's good, and the university certainly has to look at this as a positive thing."

Concordia has previously won seven national titles, six in wrestling and one in men's soccer. But this is the first championship of a CIAU major sport.

Ironically, the men's basketball victory comes in the same year as a major breakthrough for women's Stingers basketball. In February, the women's team finally broke a five-year losing streak with a 58-57 win over the McGill Martlets. They then went on to win three more games, including one exciting win over the Bishop's Lady Gaiters.

When the words just won't come

CONCORDIA STUDENTS suffering from writer's block and panic over written assignments have a friendly helper in Mary Mar, learning skills specialist in the university's guidance service.

For the past two years, Mar has run a free service for students who are stuck in their writing, staring at a blank page and intimidated by fear of an all-knowing professor who might read their paper and snort in disgust.

In all, about 700 students have turned up for relief from what Mar calls the worst source of anxiety at university short of public speaking. "I've seen good students drop courses or even quit university because they can't get themselves together enough to write a paper," says Mar.

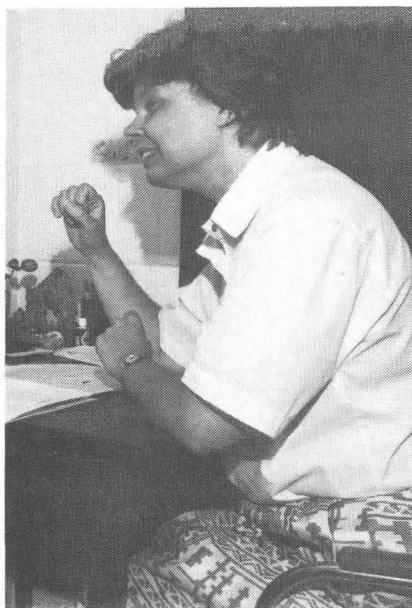
Mar and her team of 14 student writing assistants aren't there to fix up grammar and punctuation errors, but rather to explain tricks and strategies to "make better writers," she says.

Her advice for overcoming writer's block is to "write quick and lousy, fast and loose. Spend your first five minutes just writing through the block to get things flowing. You need a warmup just like you need to warm up your muscles before you run a race."

For students who get muddled along the way, the writing assistants serve as friendly, objective readers who help their struggling peers clarify their ideas by talking things out. "We may say, 'I like that section, but I'm really confused here,'" says Mar. "So the student jumps in and says what he or she means."

The service isn't "remedial" and indeed, Mar says that the most anxiety-prone writers are often good students who want to produce the same quality they managed on previous papers.

"If their first sentence doesn't come out perfectly, they keep waiting and waiting because they want it to be an A paper," she says. "The trouble is, they're pushing for that quality too soon. They're trying to do all their



Charles Bélanger

Mary Mar: Write quick

planning and organizing at the same time as writing."

Students caught in this bind are shown how to generate and organize ideas by sketching out "idea maps" on paper in order to see how their ideas may fit together. Mar says students find this mapping more helpful than the formal outline method taught in school.

Mar brings a sympathetic view to the plight of university student writers: They are writing to satisfy a god-like professor, struggling to absorb the special conventions of arguing in

their particular discipline, and learning to use writing to convey a point of view rather than simply describe.

Since these are challenges often first encountered at the university level, Mar does not fault earlier educational levels for turning out imperfect writers. "Rather than laying blame," she says, "we need to recognize that students at every level are still learning to write."

In fact, Mar suggests that the special stress of university-level writing contributes to the grammatical sloppiness for which students are often castigated, as well as their pretentious and overwritten sentences. "Students are trying so hard to impress the professor because they figure he knows so much."

Professors could help, Mar suggests, by specifying a non-intimidating audience for their students to address (such as another student in the class), as well as a realistic purpose for going to all the trouble of writing their hearts out. Even the best writer will flounder without a vision of an audience and a purpose, she says.

"I think students are competent to write much better than they do," she says. "The trick is to make them feel confident. If we give them writing strategies and support them, they're often capable of writing closer to their level of competence, which makes professors happier because they'd rather read better papers." ♦



HERE COMES THE DOWNTOWN LIBRARY

A contract was signed in April to complete the long-awaited new library downtown. On hand were, from the left, Charles Giguère, Vice-rector, services; Jean Verreault, president of the firm that will build the library, and Rector Patrick Kenniff. The library is expected to open by spring 1992. Excavation for the structure was completed last summer.

Corey Cup belongs to Concordia

THE TRADITIONAL HOCKEY rivalry between McGill and Concordia was fought out at the Montreal Forum last February, and what a Cinderella evening it was for Stingers fans, who saw their team rally from behind to win the third annual Corey Cup.

McGill's Redmen seemed unbeatable in the first period, taking a two-goal lead while our counterattack went nowhere. But wait: Our Stingers tied the game in the second period. Then we drove it home in the third with three unanswered goals to take the game 5-2. Even the McGill cheerleaders seemed to switch allegiance as the evening swung towards Concordia.

Oddly, the flow of the game paralleled the three-year history of the Corey Cup: McGill won the first game, the second year brought a tie, and then we won.

It was every bit the hockey extravaganza as advertised for some 6,000 people at the Forum, including a special contingent of 450 Concordia and McGill alumni who paid \$50 for the evening, with proceeds going to the Concordia Stadium Appeal and the Department of Athletics.

The evening consisted of an old-timers game between ex-Canadiens and the Petro-Canada team, followed by a special reception in the Mise au Jeu room, and finally, the climax of the Corey Cup showdown.

The opening old-timers game was hockey with a smile. Referee Maurice Richard gave a penalty to someone for "touching his brother Henri." A dispute over another penalty between the two referees was settled by flip of the puck. No slapshots were allowed on goal. It was a cheerful game, and what was lost in speed among the oldsters was made up in elegant passing and a good-natured mood.

What a contrast with the charged atmosphere when the university teams hit the ice after the Mise au Jeu reception. The younger players exploded onto the rink, slamming pucks at their goalies to warm up, losing one puck after another into the crowd even before the game began. You could almost hear the air hissing as they formed up to skate in furious circles before breaking down into teams to take the face-off and do furious battle. ♦



Vice-rector Cohen, left, with Mario Tremblay



Stéphanie Bouchard

Stingers hockey captain Richard Laplante presented with Corey Cup by its namesake, Montreal Canadiens president Ronald Corey



Concordia fans Brian and John Neysmith, John Economides and Paul Notar share a pleasant moment at the Mise au Jeu reception



Ron Paquet

Rector Kenniff joins Garnet Key cheering party

Phonathon makes Contact

*Over \$40,000 raised
in gifts and pledges*

DUBBED OPERATION Contact, Concordia's 1990 Phonathon campaign set out to accomplish three important objectives.

The first goal of the 100 alumni volunteers who worked tirelessly during eight evenings last March and April was to inform some 3,300 fellow classmates in the Montreal region of Concordia's first Homecoming this coming October 12 and 13.

The second objective of Phonathon '90, which focused on the same graduation years as Homecoming (every fifth year from 1940 to 1980, as well as 1964, the Rector's graduation year from Loyola), consisted in updating alumni records; hence the name Operation Contact.

This feat was accomplished thanks to the perseverance and ingenuity of the volunteer callers who managed to track down many fellow classmates whose addresses had been lost to the University. For example, 37 per cent of graduates contacted had their addresses and phone numbers updated by the volunteers.

Finally, volunteer efforts helped raise over \$40,000 in gifts and pledges to the 1989-90 Annual Giving Program, with additional donations expected from graduates who made unspecified pledges during the Phonathon.



Advancement Director Christopher Hyde, in Concordia sweater, with volunteer caller Joseph Jekkel, L 64

Of particular significance is the fact that out of the 720 alumni pledging a firm dollar figure, 86 per cent were new donors to Annual Giving. Together with the 370 alumni pledging unspecified amounts, they represent 33 per cent of the graduates called and 40 per cent of those reached on the phone.

The success of this endeavour is due in large part to the leadership and dedication of John N. Economides, S BCom 41 and a member of the Board of Governors, who chaired the Phonathon for the second consecutive year.

The University also extends its thanks to the Phonathon Captains and volunteer callers, many of whom came for two or three evenings of calls.



Phonathon veteran Walter H. Pike (seated), S 43, with J. Brian Aune, General Chair of Annual Giving

Special thanks also go to Michel Auger, C 83, of Bell Canada, who organized a telemarketing training session for the volunteers; to Anelia Wright for her superb organization; and to all Advancement and Alumni staff who were instrumental to the success of Phonathon '90. ♦

***Thanks to Phonathon
supporters on page 8.***



Phonathon chair John Economides with Eleanor McNaughton, S 65



Greeting Phonathon volunteers is Rector Kenniff, flanked by André Gervais (left), chairman of the Board of Governors, and Phonathon chair John Economides. To the right is Phonathon co-ordinator Anelia Wright, who conducted training sessions every evening

Photos by Ron Paquet

Annual Giving going strong

THE ALUMNI DIVISION of the 1989-90 Annual Giving Program has raised some \$150,000 since it was launched last November, and it's still going strong.

These results assure us of exceeding last year's total of \$177,000 by a comfortable margin. Monies raised through two direct mail appeals and the annual Alumni Phonathon support University priorities including the needs of the faculties, fellowships and scholarships, research and creative projects, library acquisitions and athletics (the Stadium Appeal).

Moreover, the Corey Cup Game held last February at the Montreal Forum was a major success. It not only provided great enjoyment for all those who attended, but also helped raise some \$30,000.

The Alumni Division could not have achieved such excellent results without the energy and commitment of the volunteers, headed by Dominic D'Alessandro, Loy BSc 67.

If you haven't yet made your gift to the Annual Giving Program, it's not too late to contribute and join the Faculty Affiliation Program or one of the University's other leadership groups. Donors of \$100 or more annually will receive the faculty newsletter *The Affiliate* twice yearly, as well as invitations to University events.

You may forward your donation by phone or by mail c/o Concordia University, Annual Giving, 1455 de Maisonneuve Blvd. West, Montreal, Quebec, H3G 1M8. Telephone: 514-848-4856. Fax: 514-848-2803.

Meanwhile, the latest recruit to the leadership of the current Annual Giving Program is Lloyd F. Darlington, S MBA 74, who has agreed to chair the Toronto canvassing committee for the Corporations Division. He is executive vice-president, operations, with the Bank of Montreal.



**LLOYD
DARLINGTON**
Toronto Chair



The Gazette, Nancy Ackerman

MUSICAL EVENING: *The Rector's Circle took the occasion of its second annual dinner last Feb. 1 to enjoy a performance of the Concordia Chamber Players in the new Concert Hall on Loyola campus. Pictured here in the hall are, from the left, Ruth Glenen, Brian Aune, Louis B. Gascon, Mary Jo Gascon, Rector Patrick Kenniff, Hélène Jalbert and Michael Jalbert.*

Thanks to Phonathon volunteers

Derrick Ajmo, 89
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Terry Ballantyne, 80
Suzanne Bernardin, Staff
Charles Bertrand, Staff
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Manfred Szabo, Staff
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Donna Varrica, 81
Lorne Woods, 86
Edward Yersh, Staff

Many thanks to the following companies and individuals who supported Phonathon '90 with food, refreshments and prizes for our volunteers.

Bar Déjà Vu
Bonaventure Hilton Hotel
Brochetterie Alexandre
CP Rail
Concordia Alumni Ass'n
Concordia Bookstore
Concordia Printing Services
Imasco Limited
La Brasserie Molson O'Keefe
Le Perroquet Bleu
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A milestone year for Communication Studies

Marking a quarter century of teaching the rhetoric and grammar of our times

By Peter Leney

WE TAKE YOU TO CANNES last summer where Marc Gervais, SJ, is attending the film festival as he has for 25 years running. This time was special for the veteran professor of film aesthetics in Communication Studies.

"Fifteen of my former students were there, from Joan Pennefather who's head of the National Film Board to a graduate from that year, Lisa Pasold, who had hustled accredi-

tation as a journalist," he says. "Others were film directors, producers, distributors' reps, all former students. I really felt like Mr. Chips."

As Gervais says, you can't go anywhere now without running into the gang from Communication Arts, later named Communication Studies. Canada's first communications department was born at Loyola College a quarter century ago this summer, time enough for some 2,400 gradu-

ates to widely populate the world of film, TV, radio, advertising, government, even banks and phone companies — just about anything.

By now, the department has even entered its second generation. Second-year student Kathy Presner, 21, is the first child of a graduate to follow the parental footsteps into communications. She's the daughter of Robert Presner, 44, who graduated in 1969. Another graduate, screenwriter Michael Donovan, BA 81, has established an award named after his daughter Kayleigh for best student screenwriting.

"Continuity like that is part of this department's spirit. People feel this connectiveness over time," says Dennis Murphy, a professor in the department who graduated with the first communications class in 1967. He and Lynda Ditchburn, Susan Hanson-Buckland, Marshall Johnson, Paul Kane, Stephen Kendall, Ian Murray, Paul Rappell, and Dan Rose are the first communications BAs educated in Canada.

To mark its 25th birthday, the department is inviting all graduates back to exchange memories during Concordia Homecoming this October 12-13. Special events will include open house at the Bryan building, guest speakers, and a service by Father John E. (Jack) O'Brien, the hard-driving Jesuit priest who founded the department and shaped it as chairman for the first 12 years. (For details, send in form on page 11.)

Dennis Murphy has fond memories



WHEN WE WERE YOUNG: A look back at familiar faces from the early days of Communication Arts. From the left are Ross Dolinsky, technical supervisor; Charles Gagnon, artist professor; Pat Paris, department secretary; Don Clark, sound professor; Fr Jack O'Brien (seated), founder and chairman; Gail Valaskakis, TV and drama professor; Fr Marc Gervais, film aesthetics; and John Buell (seated foreground), media theory.

of the fledgling department formed to teach media literacy and pave the reflective person's path into the wired world. He talks at length about Project Expose, an effort by the inaugural class to develop a promotional plan for Expo 67. Although rejected by Expo's people, the project was a display of group enthusiasm and real world orientation "that gave the spark to this department," he enthuses.

In class, there was the delicious flavor of *relevance*. The day's newspapers were analyzed, and soft drink tests conducted on classmates demonstrated the dark truths of the advertising industry. "The courses were information therapy," Murphy recalls. "I was learning to deal with what I was living in my experience of film, TV, and newspapers."



*Dennis
Murphy:
Rhetoric
of our times*

And of course, there was the strong humanities approach in the media and culture courses, a point of fierce pride in the department. "O'Brien always insisted that communications was in the humanities," Murphy says. "We were never just cinema school or TV school. There was a sense that we were studying the rhetoric and grammar of the times."

THEY WERE HEADY DAYS indeed. Canada's own communications guru Marshall McLuhan was riding high, and Expo 67 was stirring excitement and ideas. In Rome a few years earlier, Vatican II had issued a decree expressing interest in mass media. With Loyola run by the Society of Jesus at the time, it was a logical launch pad for teaching the new literacy.

A quarter century later, there are some constants in the undergraduate program. Students, including many francophones, are still attracted in droves despite an unusual battery of entrance hurdles. Applicants must write a letter of intent, bring a sample of their creative work, and speak intelligently about Aristotle's *Poetics*.

"We take only 120 new students a

year and it's been like that since the beginning. Only about one in three applications are accepted," says William Gilsdorf, a 17-year veteran professor and a past department chair.

Gilsdorf says most students are attracted by the equipment available in make-believe television studios, sound recording booths, and photo darkrooms nestled in the department's Bryan Building on the Loyola campus. "We're one of the few programs where they can get their hands on equipment — us and Ryerson, Ottawa and UQAM," he says.

But if the hands-on experience is offered, the department's main mission has always been "activating the brain" and getting people to "reflect on their own practices and the practices of the profession," he says.

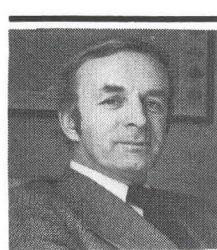
Gilsdorf admits it's sometimes a struggle to introduce reflection when first year students want to get on with their video or sound course. "Because we communicate all the time, it seems like a few simple things," he says. "But there are times when you've got to reflect on it and distance yourself from what you're doing."

THE BIGGEST CHANGE for Communication Studies over the years is its growth into a "full-service" department offering degrees up to the PhD level.

Its first move into postgraduate education came very early, in 1967, with a Diploma in Communications for people with BAs in other disciplines who want to get into communications. With little promotion, the diploma program continues to attract a steady stream of 40-50 applicants a year.

Years passed before the department was allowed to offer a Master of Arts (Media Studies). Launched fully in 1983-84, it covers the areas of media policy, responsibility, management; and news, public affairs, documentary media. The program now has about 50 or 60 students at any given time and is a success by several measures, says Martin Allor, its co-administrator.

"We have very few dropouts, an incredibly high record of external funding for our Masters students from FCAR and Concordia fellowships, and a number of our students have published academic articles while still doing their MA, which is quite early," says Allor, who came to



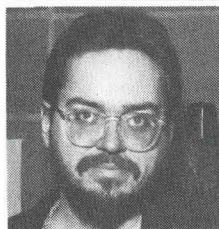
*Marc
Gervais:
Mr. Chips
at Cannes*

Concordia in 1982 with a Communications doctorate from Illinois, as well as film editor experience in a television station.

True to the department's feet-in-both-camps tradition, MA applicants must have worked at least two years in media-related activity. Allor says they include workers who want to be consultants, move from production to management, or become academics. He adds that part-time MA students often want to step back from their daily work and soak up some relevant current theory and research.

More recently, a PhD in Communications was established as a joint program with the Université de Montréal and UQAM. Reflecting approaches to communications at this lofty level, the four program areas are called: Social and cultural significance of communication technology; analysis of discourse and mediated messages; organizational communication; and communication and development.

Allor says that the first PhD class of 15 students is now around the stage



*Martin
Allor:
Cultural
studies*

of depositing thesis proposals.

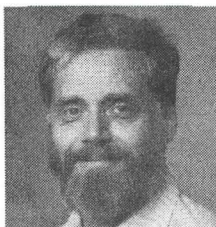
Why stretch resources to offer the PhD? "Having doctoral students around is good for the whole program," Allor replies. "They're not kids. They're in their late 30s and bring a great deal of experience to the program. Some are leading published writers in their area. And they provide a core of part-time teachers who are exciting, jumbling with ideas, and who transfer their excitement to undergraduates."

GRADUATE STUDIES and the road to academic respectability

have somewhat altered the department's tone.

Professors hired in recent years to teach at the graduate level are publishing, researching, and pushing forth the frontiers of knowledge more than the early professors hired by O'Brien — John Buell the novelist, Marc Gervais the film critic, Charles Gagnon the painter, John Max the photographer, and so forth.

The evolution has caused "some stress between those who are wedded very firmly to our undergraduate program and those who felt it was important to move towards graduate degrees," says Bill Gilsdorf. "But to me, it's a nice, rich mix."



*William
Gilsdorf:
Thinking
is Critical*

So what new thinking has graduate studies ushered in?

Gilsdorf refers to the department's Jesuit origins that emphasized developing creative, critical human beings who question the practices of the media.

"There's still a good piece of that today," he says. "But there's been a shift to capital-C Critical thinking, which tries to look at structures of society and notions of power — who has it, and who doesn't."

"Some of our newly hired professors have accented a focus on the

content," he explains. "In the content are embedded certain values and assumptions, ways of thinking about the world. You deconstruct and see what the assumptions are."

In fact, the 18 faculty in today's communications department seem every bit as diverse and richly involved as ever, whatever their academic specialties. Gilsdorf himself looks at the organization of news production and how it reinforces the reigning ideology. Before coming to Loyola 17 years ago, he was an organizer in the last successful campaign to elect a Democratic senator in New Hampshire.

Martin Allor does research in the area of cultural studies, which he describes as "tracing out the general social and cultural impact of media and media systems on ways of life, how we understand what Canadian society is, shifts in the way politics happen, and in the way gender relations are represented in the media."

Allor's special focus is the concept of "audience," and he barely finishes one book on the subject before beginning another. Spanning both camps, he also teaches television production to undergraduates.

Israeli-born Brazilian citizen Dove Shinar brings an international reputation and perspective. A prolific writer, he is interested in the communications needs of aging populations, and has applied for a grant to study the public presentation of peace processes.

Another recent hire, York PhD Jody Berland, is interested in conceptions of public space in Canada and the way in which media forms connect

with conceptions of geography, space, the land. Maurice Charland just started a two-year SSHRC-funded study called *The Rhetoric of Technology* which will analyze coverage of technology-related issues in local Montreal television news shows.

Film teacher Rick Hancox made a film on the changes Moose Jaw has undergone since he grew up there,



*Gail
Valaskakis:
It's an art,
you say?*

the son of the local newspaper publisher. It will premiere at the National Gallery in Ottawa this fall. Dennis Murphy has been poring over the *Jesuit Relations* for material to produce a television series on North American history in time for 1992, the 500th anniversary of Columbus's arrival. And so on.

WITH ALL THIS, a lot has changed since the days when outsiders were sceptical of the brash new department and its students running around with cameras, declaring that print was dead. Was communications really an academic field?

Gail Valaskakis, a department veteran who's now vice-dean of academic planning, Arts and Science, recalls the ribbing of people who asked, 'Do you mean communications has become an art?' Changing the name to Communication Studies, she says,

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indicated "that we felt the pangs of being academically insecure in this new field."

If academic security has now been attained, Valaskakis says there are concerns as the department celebrates its 25th birthday, starting with the strain of maintaining quality in all its programs. "There's a threat that professors will be drawn off to graduate studies and that our undergraduate program, which is our bread and butter and has a certain profile, will suffer," she says.

Indeed, Valaskakis herself no longer has duties with undergraduates, where she started out teaching television production. Now a noted scholar of media's role in northern, indigenous, and third world development, she teaches in the doctoral program.

With budgets tight, another challenge for the department is the expensive chore of keeping up with technology in the TV studios and sound rooms. "By and large, alumni who come back next fall are going to find surprisingly the same TV studio that they remember," says Martin

Allor. "There are new cameras, and five years ago, we put in a new audio mixing board, but everything's relatively the same.

"In our sound studios, we just went to eight-track this year," Allor adds, "which is kind of scandalous when 18-year-olds can have studios in their basements with more tracks." That said, however, Allor is unruffled: "You don't need state of the art equipment to teach the medium of TV."

ONE THING THE department would be pleased to put behind it is the time-worn challenge of explaining its distinctness from Fine Arts, and how it's not journalism school although they share the Bryan building and two joint BA programs with the journalism department.

What separates us from Fine Arts, says Gilsdorf, is a different focus. "We certainly look for creative spark, but always at the root of what students do in this department is some concern for an audience that they're going to deliberately or inadvertently affect."



Charles Bélanger

Next generation: Student Kathy Presner is the first child of a graduate in Comm Studies

In Allor's view, "With our mix of production, social sciences and humanities, we're not training cameramen for the CBC, but rather training people for the rest of their lives."

And in a telephone interview from Pickering, Ont., where he began work last November at a Jesuit-run spiritual renewal centre, Father Jack O'Brien spoke on the goals of the department he founded: "Our view from the beginning was that we weren't giving specialized training," he says. "We were giving a view of the world of tomorrow." ♦

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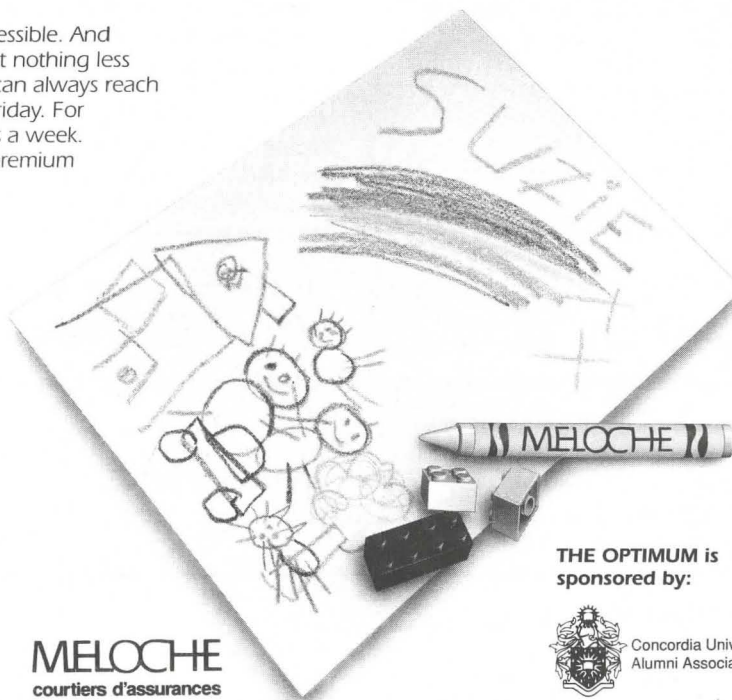
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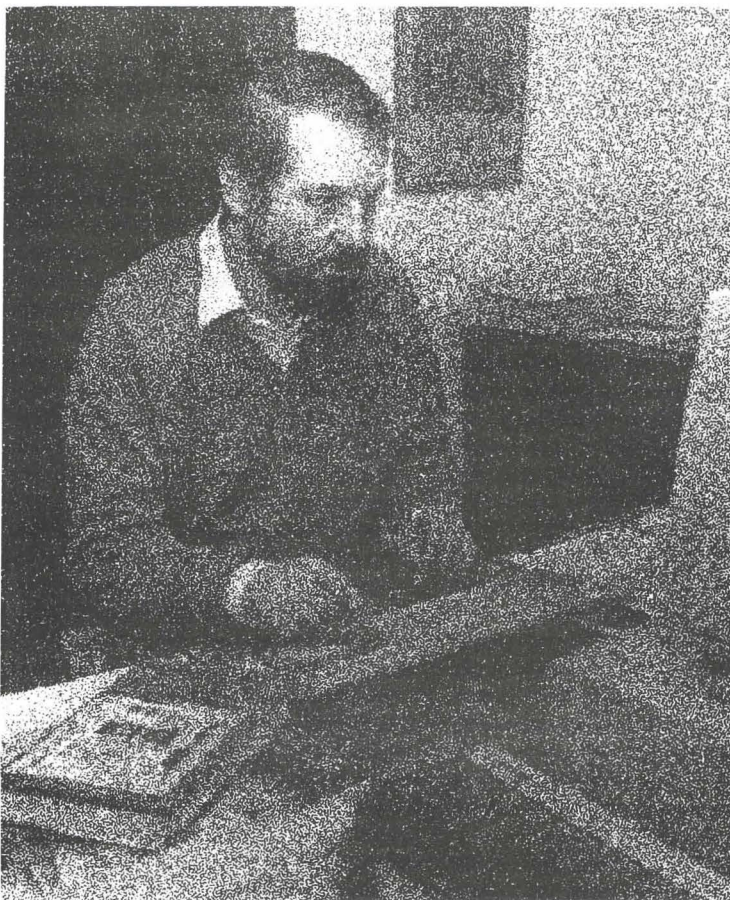
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Science fiction with a Canadian flavor

Prof. David Ketterer is writing a book on the massive outpouring of Canadian science fiction over the past decade



Gary Jones

Ketterer at work: The gosh-wow aspect attracts

EGLISH PROFESSOR David Ketterer is working flat out against deadline to complete a book about science fiction which has sprung from Canadian soil.

His *Canadian Science Fiction and Fantasy*, to be published by Oxford University Press, is a historical survey of Canadian science fiction from its origins in the early 1800s through its blossoming in the mid-1980s and up to the present day.

By the time he completes his manuscript in June, Ketterer, 47, will have spent six weeks perusing Canada's largest science fiction collection at Toronto's Spaced Out Library. The writing is done at home in NDG, while he's on leave from teaching the English department's six-credit science fiction course alternately with Professor Robert Philmus. (See story on following page.)

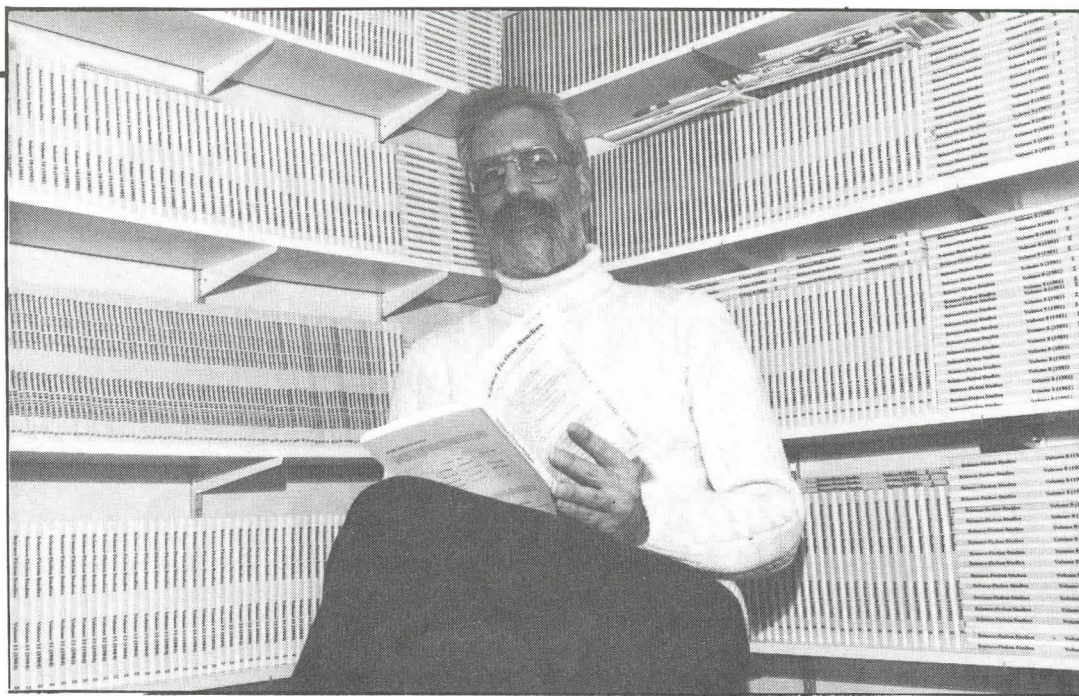
"I was surprised, horrified, to find out how much material there was," he says ruefully. "There's something like 1,200 titles and that may be a low estimate."

In addition to sheer volume, Canadian science fiction is now riding high on a wave of acceptance sparked by award-winning books such as William Gibson's *Neuromancer* (1984) and Margaret Atwood's *The Handmaid's Tale* (1985).

"Since 1984, Canadian science fiction and fantasy has achieved international recognition, a breakthrough which wasn't there before," he says.

As an English professor, it's not surprising that Ketterer feels that good SF must, first and foremost, be good literature. But what attracts him to the genre is its imagination — the "sense of wonder, the gosh- ▶

Pg 15



Charles Bélanger

Editor Philmus: Look to Eastern Europe for science fiction explosion

It started with The Time Machine

Lured to science fiction by the H.G. Wells classic, Prof. Robert Philmus today co-edits an international scholarly journal on the genre

IN HIS BOOKCASE-LINED office in Loyola's Hingston Hall, Professor Robert Philmus recalls how *The Time Machine* by H.G. Wells sparked his fascination with science fiction when he was a student at Brown University in the early 60s.

An assignment to give a seminar paper on Wells was the start of a long scholarly relationship. Over the years, Philmus has produced four books featuring Wells, along with a stream of scholarly papers with titles like *Was Wells anti-Wellsian?*, *The Early Science Journalism of H.G. Wells*, *The Logic of Prophecy in The Time Machine*.

Philmus, who came to Loyola in 1968 with a PhD from the University of California at San Diego, has traced the history of English-language science fiction back to an Anglican cleric named Francis Godwin, who published *The Man in the Moon* in 1638.

With his first book, *Into the Unknown: The Evolution of Science Fiction from Francis Godwin to H.G. Wells* (1970), Philmus became one of the first academics to seriously study what until then had been seen as kids' stuff.

Since 1978, the 46-year-old English

professor has had a broad view of scholarly SF work as co-editor of *Science Fiction Studies*, an academic journal published three times a year.

Studies, one of a surprising number of academic journals based at Concordia, was founded in 1972 and has about 1,000 subscribers. It is the only Canadian journal devoted exclusively to scholarly writing on science fiction, and its reach is global.

WITHIN THE PAST year, *Studies* has featured articles on science fiction in the Soviet Union, Hungary and France. Another article dealt with black writers of SF. Philmus adds that the publication was the first outside the feminist field to publish a special issue on female writers (in 1980), and among the first to begin using non-sexist language.

"Our contributors and subscribers come from four continents and over the years, I would guess, from at least 20 countries," he says. "We've published most, if not all, of the academics of any standing who've been at all involved in science fiction criticism."

Along with works by noted academics, *Studies* has also published a

Concordia student, Glenn Grant, whose paper entitled *Transcendence through Detournment in William Gibson's Neuromancer* was the first ever accepted from an undergraduate.

From his vantage point as co-editor of *Science Fiction Studies*, Philmus expects SF's greatest potential for development lies outside North America — in Eastern Europe. With liberalism sweeping the region, "I expect there will be an explosion of science fiction writing now that people can be more open in their thoughts and views," he says.

In North America, the outlook is grimmer, he feels. For one thing, he accuses the publishing industry of squeezing out innovation and experimentation with the science fiction genre in the name of profit. "Accountants have taken over the publishing business," Philmus says, "so the bottom line looms larger and larger."

But none of this should slow down the scholarly mission of *Science Fiction Studies*, he says: "The sum total of everything published everywhere so far on science fiction has not by any means exhausted the possible topics for academic examination." ♦

► Ketterer

wow aspect, other realities, possible futures. It appeals to an exploratory curiosity. It appeals to the exotic."

Along with what he calls the "mind-blowing aspect," Ketterer also sees a serious side to science fiction, one that makes the genre a gold mine for academic study. For one thing, science-based literature is a way to bridge the divide between arts and sciences. For another, it helps modern humans to look ahead.

"Science fiction is one of the only forms of literature that can address certain contemporary issues that are of paramount importance," he says, citing as examples nuclear war, in vitro fertilization, cloning and technological reality. Utopian science fiction shows the positive development of science, whereas so-called dystopian SF stands as a guidepost warning of danger ahead.

Ketterer's attraction to science fiction goes back to boyhood in England.

"Like a lot of people who grew up there during the 1950s, I read a comic called *The Eagle*, which featured a character called Dan Dare on the cover page. That one strip alone turned an entire generation of British kids on to science fiction."

In 1967, Ketterer came to Montreal to see Expo and teach a summer course at Sir George, an engagement that turned into a steady job. His interest in science fiction had waned, but picked up later when he learned of a U.S. academic organization devoted to SF. He attended its Secondary Universe Conference and enjoyed it.

THE MAIN SURPRISE of Ketterer's current study of Canadian SF is the mountain of material, in both French and English, compared to a decade ago when he first researched the area. He estimates that Canada boasts about 100 writers with at least one professional sale of SF material to their credit.

Ketterer traces home-grown science fiction back to an unfinished work called *Mon Voyage à la Lune*, written in 1839 by French-Canadian author Napoleon Aubin. SF's popularity peaked in the late 60s and early 70s, but Canada's blossoming did not come until the mid-80s.

What Ketterer sees as the pivotal event in 1984 was the publication of William Gibson's *Neuromancer* and his creation of the subgenre called cyberpunk — the dystopian view of a bleak near-future dominated by corporate superpowers and human-computer fusions.

The following year, Margaret Atwood published *The Handmaid's Tale* (now a movie), and Timothy Findley came out

with the SF/fantasy hybrid *Not Wanted On This Voyage*.

Despite hours of research for his book, Ketterer still finds it tricky to pin down what is Canadian about Canadian science fiction. He is, however, developing a theory based loosely on geography.

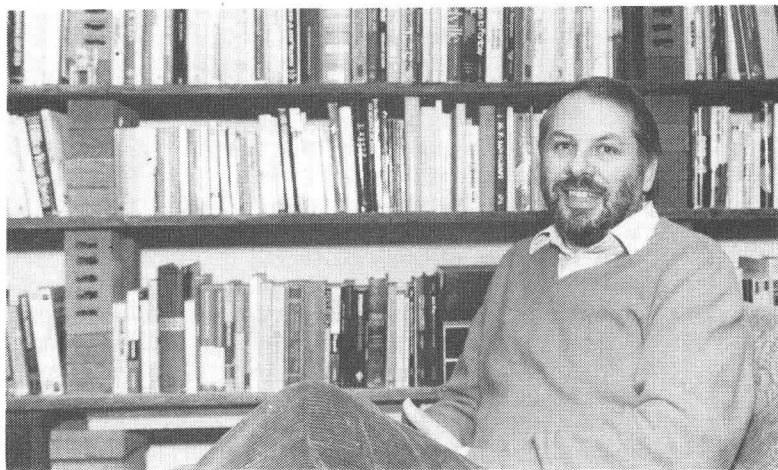
"Physically, Canada's position in the world is similar to Switzerland's position in Europe," he explains. "It's a country which has to be aware of its context — America to the south; the Arctic, the North Pole and ultimately the Soviet Union to the north; and Europe, China and Japan on the other sides.

"I'm going to try to argue that this consciousness of context has implications for the nature of our science fiction and fantasy."

Looking ahead to the future of SF in Canada, Ketterer is optimistic. "There is increasing acceptance and increasing quality," he asserts, noting that there are now both English and French publishing houses dealing in SF lines, and more mainstream writers incorporating the genre in their repertoire.

That view is echoed by Concordia PhD candidate and part-time lecturer Veronica Hollinger. Her dissertation, which Ketterer

*It's tricky
to pin down
what's Canadian
about our sci fi*



is supervising, is tentatively titled *Catching up with the Present: Intersections of Science Fiction and Post-Modernism*. In it, she explores the extent to which SF is a product of the times in which it is written.

Both she and Ketterer speculate that because of the speed of technological innovation in this day and age, SF may in the long run meld with mainstream fiction.

Says Ketterer: "You've got a situation where, in a sense, the future has already invaded the present and has been doing so for a long time. Just to deal with reality, mainstream fiction has to encompass the science fiction aspects of present reality. I see it growing as we push on towards the year 2001." ♦

With file from Trudie Mason, BA 84, a member of the Montreal Science Fiction and Fantasy Association.

It's ironic that Marianna Simeone has the two most Italian jobs in Montreal

Marianna once changed her name to Mary Anne

By Donna Varrica

THE PAST 20 YEARS have seen a new breed of graduates emerging from Montreal universities. Their family traditions are not of ivy-covered walls of higher learning, but of weather-worn faces and agrarian pursuits.

Invariably their polysyllabic names end in vowels. They are the first generation of children born in Canada to Italian immigrants who came here in the 1950s and 60s to make better lives for themselves, but more importantly, for their children.

Marianna Simeone is a shining example of this new breed. In 1986, she obtained her BA from Concordia with Honours in Italian. Today, at 29, she is director of the Italian Chamber of Commerce in Montreal, and she can be seen on CFCF-12 hosting *Teledomenica*, the Italian-language cultural magazine show, on Sunday mornings.

Simeone had originally charted a very different course for her career. At Vanier CEGEP, she studied business in preparation for going on to the École des Hautes Études Commerciales. But she never did get to the HEC, abruptly abandoning business studies to her parents' dismay.

"It was one of those situations where you don't know what you want to do, only what you *don't* want to do. For me, that was business. I wanted to work with people. So I worked at assorted secretarial and administrative jobs for four years, getting nowhere fast," she says.

The turning point came after a personal tragedy, when her father died in 1981. It was only then that she allowed herself to discover the passion of the Italian language

and culture that her father had tried to instill in his only child since she was born.

"The whole time I was growing up, I denied my Italian heritage, even changing my name to Mary Anne. It's ironic now that I have possibly the two most Italian jobs in the city," she says.

Getting there has been a long but happy process for Simeone. She came to Concordia to study Italian despite knowing there would be little demand for her specialty once she graduated. It was something she wanted to do for herself.

Simeone's Concordia years were filled with activities that would change her life. In addition to her studies, she participated in the university's Italian theatre group, which led to a stint with *Le Maschere*, an acclaimed semi-professional troupe of Italo-Canadian actors.

A fellow Concordia classmate, Domenic Pappadia, became her husband early in 1987. Ironically, their first meeting was marked by an argument between the two during a class discussion.

The most startling development came about in her second year at Concordia. The story reads like a variation on the legend of Lana Turner's discovery in Hollywood. Simeone was enjoying an espresso in one of Little Italy's numerous cafés with a fellow actor after a rehearsal. She was spotted there by *Teledomenica* president Carole Gagliardi, then its producer, who immediately recognized the potential of this poised young woman who spoke flawless Italian.

"She asked me if I wanted to be on



television. I couldn't believe it," she says. "Also, this time I was committed to finishing my studies. That meeting was on a Tuesday. She called me on Wednesday to arrange a screen test, which I did on Thursday. The following Sunday, I was hosting my first show.

"That was five years ago. It's the best part-time job in the world, with a lot of mutual respect between myself and the producers."

Simeone was thinking about a lot of things on the day of her graduation from Concordia, but finding a job was not uppermost in her mind. So she was surprised to receive a telephone call the next day from the Italian Chamber of Commerce.

They told her they had a newly-appointed board of directors and the Montreal office was in dire need of new blood. Already familiar with her television work, they felt she would be a valuable asset to the revamped operation.

Star of Teledomenica 'discovered' over espresso in Little Italy

In three short years, Simeone has become the youngest director of any of the Italian Chamber of Commerce's 40 offices in 35 countries. It's a job she clearly loves, one that takes her to Italy two or three times a year, accompanying different delegations who visit the country to promote trade and industry.

"The Italian Chamber of Commerce is not a lobby group," she says. "We offer tangible services for people here who want to explore the possibilities of doing business in Italy and vice versa. We are a non-profit organization put in place by Canadians and recognized by the Italian government.

"But as much as I love Italy, I know I'm in a better position to serve both Italy and Canada from here. It sounds ridiculous, but when I am in Italy in my professional capacity, I find myself apologizing first, for my age and second, because I am a woman," she says.

Youth and gender aside, there are no arguments that Simeone has been instrumental in elevating the profile of the Italian Chamber of Commerce not only within the Italian community but city-wide. Last year, she accompanied a City of Montreal delegation on a mission to encourage investment in the city.

Italy may have Simeone's heart, but Montreal is her home. She visits her mother often in the old neighborhood where she grew up in the St. Michel district. This is a working class area in northeast Montreal overshadowed by the Miron quarry, one that has welcomed new immigrants since the early 60s when row upon row of duplexes sprang up.

Like Simeone's mother, quite a few of those original families remain, though the younger generation has migrated eastward toward St. Leonard and Rivière des Prairies. Marianna Simeone and her husband, a real estate broker, bucked the trend and went west, settling not far from the Loyola campus in NDG. Whether she is in the east end or in the west end, chances are, someone will recognize her.

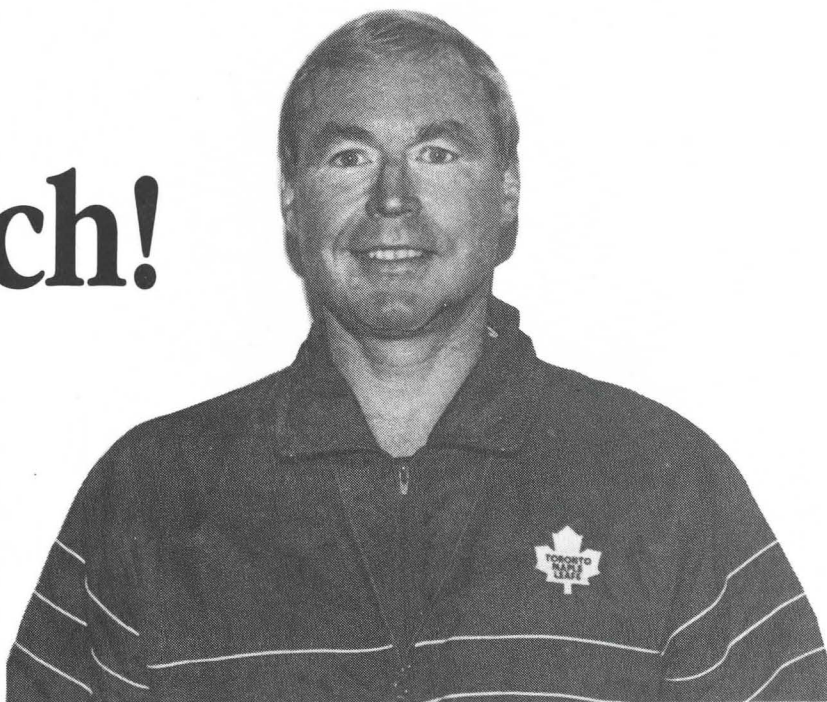
"I feel at a such a disadvantage when I don't remember people who recognize me, because either we've never actually met or I haven't seen them in such a long time. Sometimes I wish I could step out of the television screen into their living rooms," she says.

Judging from the success she enjoys in both her jobs, for many that would be a welcome sight. ♦

Go, coach!

Loyola graduate Doug Carpenter leads the Toronto Maple Leafs to respectability

By David Pyette
in Toronto



While most Concordia graduates with an interest in hockey might be expected to remain Canadiens fans, at least one distinguished alumnus prefers the blue and white sweater of the Toronto Maple Leafs over Montreal's red hue.

Indeed, it was probably the sweater that clinched it for Doug Carpenter, Loyola BA 72, now coach of a rejuvenated team of Maple Leafs.

Growing up in Cornwall, Ont., in the 50s, a time when almost every red-blooded lad learning to play shinny across the country was either a budding Leaf or Canadien, a six-year-old Doug found a Leaf sweater under the tree one Christmas — and his allegiance was sealed.

"I still remember that sweater," says coach Carpenter, now 47, in a rare moment of relaxation in his cubby-hole of an office behind the Leaf dressing room at the Gardens. "Most years, my brother and I got hockey sticks, but that year was special."

Also special for Carpenter is the feeling he gets coaching in the mecca of hockey that is Toronto, a city so mad for the sport that fans pack the Gardens year after year even though their once-illustrious team has not won the Stanley Cup since 1967.

But much has changed with the Maple Leaf organization since Carpenter was awakened by a late night

call last August while at his summer home on a St. Lawrence River island near Long Sault, Ontario. The caller was Floyd Smith, the new general manager of the Leafs.

"I talked to him for about ten minutes and he said he'd call me back the next day," Carpenter remembers. "The next afternoon, he offered me the coaching job."

Lesser men might have hesitated, in part because of recently-deceased Leaf owner Harold Ballard, whose interference has caused many a coach to leave in frustration in recent years. One ex-coach called the organization "a cesspool" in his parting shot.

But Carpenter, who was coaching the Halifax Citadels of the American Hockey League (AHL) at the time, jumped at the chance. "It's not every day that you get asked to coach in the National Hockey League," he said, "especially in a high-profile place like Toronto."

Besides, it was a position for which he was seemingly being groomed since 1980. After leading his hometown Cornwall Royals to the Memorial Cup championships that year, he was hired by the late Punch Imlach to coach the Leaf's AHL farm club in Cincinnati, which then moved to Moncton, N.B., and later to St. Catharines, Ont.

After taking the St. Catharines

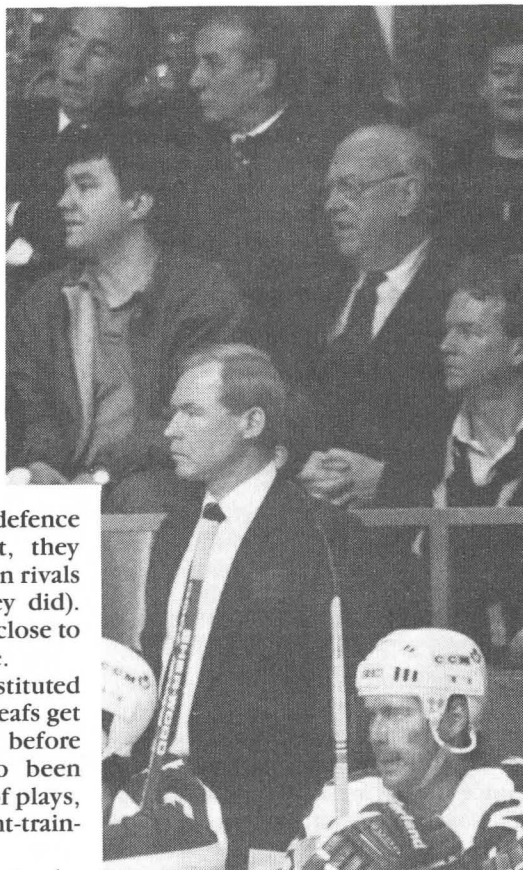
Saints to a 43-31-6 record in 1983-84, Carpenter seemed destined for the top Leafs job. But there were management changes, and he was let go, only to resurface as head coach of the struggling New Jersey Devils, a team that had achieved only 42 points the previous year.

Under Carpenter, the Devils improved to the point that when he was fired in a management housecleaning during the 1987-88 season, the team was close to playing .500 hockey — winning as many games as they lost.

IT'S A GOAL the Maple Leafs should attain this year for the first time in a decade and it makes coach Carpenter look like a master builder. So how has the Loyola graduate summoned hockey miracles from a long-founding team that the media had taken to calling the Maple Loafs?

In brief, Carpenter established goals, adopted more scientific coaching methods, and taught the team to think positively. One of his first acts was to fill the long-vacant position of team captain. He chose "a player with character" — Rob Ramage — who arrived from the Stanley Cup-winning Calgary Flames.

Carpenter's goal-oriented approach divided the playing year into 20-game segments. In the first seg-



Coach Carpenter: Adrenalin rush behind the bench

ment, the Leafs worked on defence and gelling as a unit. Next, they would overtake Norris division rivals St. Louis and Minnesota (they did). Finally, they were to come as close to first-place Chicago as possible.

Off the ice, the coach has instituted team meetings in which the Leafs get profiles of opposing players before each game. There has also been greater use of video analysis of plays, and a closely monitored weight-training program.

Above all, Carpenter has implemented a philosophy of "the team first and second. Everything has to be done for the good of the team," he says. "Players cannot be selfish, self-centred and put themselves above the team."

The new coach's approach has won the respect of his team. "He's instilled a winning attitude," said veteran Leaf centre Tom Fergus, a Loyola High School graduate. "Once you start winning, you play better as a team."

A BACHELOR WORKAHOLIC, Carpenter practically lives at Maple Leaf Gardens; his apartment is only a wrist shot away. But every summer of his widely-travelled life is spent on his beloved St. Lawrence island retreat, where fishing and boating release him from the pressure-cooker atmosphere of being an NHL coach. "As coach of the Leafs, you are dissected microscopically every five seconds by the media," he laments.

Like many an NHL coach, his long and winding road to the top has taken more twists and turns than a skating drill at a Soviet Red Army practice.

He's lived the suitcase existence of a professional hockey coach for 17 years now, since retiring as a defenceman in the old Eastern league made

famous in the Paul Newman movie *Slapshot*. In those days, Carpenter the fiery redhead was up against such tough guys as former Leaf coach John Brophy. "I've mellowed a lot since those bad old days," Carpenter says.

Still, there's often a flash of the old fire when Carpenter is pacing behind the Leaf players bench, his intensity transmitted to masses of television viewers.

In one memorable game this past season, Detroit Red Wings coach Jacques Demers had to be physically restrained from getting at Carpenter, so heated had the pair become. This was just as well for the portly Demers. Even at 47, Carpenter has a lean, muscular, don't-mess-with-me build, and the temperament associated with red hair is seldom far beneath his calm exterior.

Carpenter says he still gets that "adrenalin rush" when he steps behind the bench, but he tries to keep his emotions under wraps to serve as a good example to the players. A two-hour game passes in an instant, concentrating as he does on the action and line changes.

After so long in the rough-and-tumble coaching business, Carpenter

LATE FLASH:

As we went to press, the Leafs were eliminated in the Stanley Cup semi-finals against St. Louis. But Carpenter's team can look back proudly to a season of 38 wins, earning them a .500 record for the first time since 1979-80.

finds it hard to describe the experience of an actual game. "Besides, most of a coach's game is preparation," he says. "It's become a very tactical game and we make judicious use of videotapes to study our team and opposing teams, and to point out strategies to the players."

CARPENTER MAINTAINS CLOSE ties with Cornwall, where he grew up, played minor hockey and where his mother still lives.

For as long as he can remember, his goal was to be a hockey player, and in the early years it looked like he may have been destined to play for the Canadiens. Carpenter commuted from Cornwall to Montreal to play defence for Lachine in the Metropolitan League while he was still in Grade 12. He then played for the illustrious Junior Canadiens, and graduated with a physical education diploma from Macdonald College in 1962.

But he wound up playing defence for the Greensboro, North Carolina, Generals in the Eastern league, and Montreal became his summer residence. He came back to play lacrosse in the Quebec league to keep fit, for the love of the game, and for the extra bucks.

During these lacrosse summers in the 60s, Carpenter was taking summer courses at Loyola College — enough over time to obtain a Bachelor of Arts in 1972 with a major in philosophy and a minor in history.

"I wanted to have something to fall back on, and thought about being a teacher," he says.

And a teacher he has become — not in traditional classrooms, but in the inspirational world of turning a listless hockey team into a competitive power with its sights on the best in the league. ♦

RESPs help you save to pay your child's way through university

By Matthew Elder

AS A UNIVERSITY GRADUATE, you probably want to help your children get a university education too. But with education costs rising, you face a big challenge saving enough to keep the university tradition alive in the family.

So it's nice to know that the tax authorities have provided a special kind of shelter that encourages saving so your children can get beyond high school. Called the Registered Education Savings Plan (RESP), it enables parents to build an educational nest egg aided by certain tax benefits.

Contributions to an RESP are not tax-deductible, but the income or capital gain earned on that money is allowed to grow free of tax.

Another tax advantage is that the eventual proceeds are taxable as the student's income, not yours. This means no tax will be paid in most cases, since the student's total income even with a summer job is unlikely to reach taxable size.

There are three types of RESPs:

- Fixed-payment plans, a cooperative type of investment fund where you normally make regular monthly deposits in a child's name, starting anytime from the child's birth until age 13, and stopping at age 18.
- Mutual fund plans, where you invest varying amounts in a fund management company's mutual fund. Contributions can take the form of one-time lump sums, and there are no age restrictions on the beneficiary. You can even name yourself as a beneficiary.
- Self-directed plans, which are generally set up through stockbrokers and have annual administration fees as high as \$100. With this plan, you manage your own mix of stocks, bonds and other approved RESP investments.

With all three types of RESP, the beneficiary must attend a recognized post-secondary educational institution, which can be a CEGEP, community college, and nursing school as well as a university.

Popular tax shelter plan comes in many forms

In the case of the fixed-payment plans, earnings from the RESP are forfeited to the plan if the beneficiary does not enroll in a qualified school by age 21 to 24, depending on the plan. But while earnings are lost to you, your contributions are returned.

With mutual fund and self-directed plans, earnings are donated to the educational institution of your choice if they must be forfeited. But this is unlikely, as the beneficiary can be changed at any time and you have 21 years from the date the plan is opened to apply the earnings towards education.

Last February's federal budget tightened some rules affecting RESPs.

Previously, there was no limit to what you could contribute each year to an RESP. But the Wilson budget proposed a \$1,500 annual contribution limit as well as an overall maximum RESP size of \$31,500. Under the old rules, maximum plan size increased each year along with the Consumer Price Index.

"The RESP remains a good way to save for a child's education," says A.J. Belanger, vice-president of Spectrum Mutual Fund Services, the Sun Life subsidiary which operates the Spectrum RESP. "The new rules mean you'll have to start a plan early. Before, you could put it off and invest a large sum of money later."

Another rule change in the budget specifies that RESP proceeds must now be used only by full-time students. Belanger acknowledges that this is an unwelcome limitation, but he doesn't believe it will deter parents from setting up an RESP. "Most beneficiaries go to university full-time anyway," he said.

Comparing fees and charges among RESP plans can leave the shopper's head spinning.

Some RESPs based on mutual funds require investors to pay high "front-end" sales fees upon making contributions. Spectrum, however, uses a "contingent deferred sales charge" that applies when mutual funds units are redeemed. This charge declines progressively to zero after five years of holding the units — a situation that should benefit most RESPs.

With the Spectrum plan, you can choose from one or more of six mutual funds with investment strategies ranging from stress on income to stress on growth, with "balance" in between. Spectrum allows up to four free transfers a year between its funds.

The fixed-payment type of RESP is perhaps least affected by the federal budget changes. There are four such plans in Canada: University Scholarships of Canada, the Canadian Scholarship Trust Fund, Heritage Scholarship Trust, and Universitas Foundation of Canada.

In most cases, parents start contributing to these plans when their children are babies — or at least before they begin elementary school. Annual contributions rarely exceed the new \$1,500 limit assuming the plan is started when the child is young.

With fixed-payment plans, you contribute money towards a "scholarship." The fund is sold in units, and the more you buy, the bigger your child's eventual scholarship.

When your child reaches 18, the total amount you have contributed is returned to you to pay the child's first year of post-secondary education. During each of the next three years, assuming the child continues studies, he or she receives scholarships based on earnings from money invested in the plan.

The exact amount of the scholarship isn't determined until just before the school year begins, when the number of students eligible for scholarships is known. The scholarship amount is equal to the total income from deposits for children of the same age, divided by the number of students who have been accepted at qualifying institutions.

While it's impossible to predict precisely what a child's scholarship will be in, say, the year 2010, "payments from our plan have increased every year," says Robert Kouri, Eastern Canada regional director for University Scholarships of Canada. ♦

Director's report

The envelope, please...

By Ann Vroom

WITH THIS ISSUE of the magazine, the Concordia University Alumni Association launches its official Alumni Recognition Program. Through this program, we hope to honour the valuable contributions of numerous alumni, students and friends of Concordia and its founding institutions.

An awards committee of Brian Marcil (Chair), Ron Laughlin, Don Thomas, and Doug Hall has been hard at work since last fall developing a multi-tiered program that includes the following awards:

- The **Award of Merit** to a distinguished graduate who has demonstrated a lifetime contribution of outstanding service to the Association, University and community;
- The **Distinguished Service Award** to a graduate who has demonstrated on-going commitment and outstanding service to the Association or the University over a period of years;
- The **Honorary Life Membership** to a non-graduate who has demonstrated an on-going commitment and outstanding service to the Association and the University;
- And the **Outstanding Student Award** to a student or students who have demonstrated leadership qualities, while contributing to student life.

These four awards will complement existing forms of recognition, including the "Guinea Pig" Award, presented in the name of the first graduating class of Sir George Williams for the most outstanding new contribution to university life; the Loyola Medal, presented to an individual of outstanding leadership and achievement on the Canadian scene (this Medal will be presented for the first time in ten years at the Homecoming Dinner Dance on October 12); and the Concordia Medal, to a graduating student of distinctive leadership ability through both academic and non-academic achievements.

The new Alumni Recognition Program will honour volunteers of all ages and at all levels of participation, either in Montreal or at the chapter level, regardless of their financial contributions to the University, from retiring board members to lifelong supporters of the Association. By honouring these dedicated graduates and friends, we

New alumni recognition program created

hope not only to thank them for their support, but to encourage others, by their example, to become involved.

The new awards will be presented annually at a special Alumni Recognition Evening in the fall, starting this year. We encourage all alumni to submit the names of deserving individuals to our Awards Committee, who will make the final selection. Please contact the Alumni Affairs Office for nomination forms. The deadline for nominations is June 30, 1990.

Come on back to Homecoming 1990

Plans are percolating for Concordia's first Homecoming this October 12 and 13. Over 150 people have already expressed interest in coming back to campus to renew old friendships.

Details are being finalized for the kick-off dinner dance Friday night at the Ritz Carlton Hotel, Saturday's brunch, football game, concert and Rector's Reception for one and all. On Saturday evening, Rector Patrick Kenniff will host a dinner for the 25th

anniversary classes, while Concordia Chancellor Hon. Alan Gold will preside over a dinner for pre-1960 grads.

Individual department parties are being organized by Communications Studies, Leisure Studies, the Co-op Program and several Friends of Concordia athletic groups. All those without individual class parties are invited to celebrate in style at Concordia's 15th Anniversary Birthday Bash on Saturday night at the Campus Centre.

For more information contact our Homecoming co-ordinator Leisha LeCouvrie at 848-3815, or in Toronto, alumna Karen McNamara at 921-7079. So pull out your old garnet sweater and plan to join us for the weekend of 1990.



Toronto Homecoming rep Karen McNamara, BCom 85

Never a dull moment

This past winter/spring season has seen a positive flurry of activity with your Alumni Association. On February 9, Concordia hosted the Corey Cup at an exciting hockey double-header at the Montreal Forum. See page 6 for the story of our resounding victory. Special



Homecoming chair John Economides and events co-ordinator Leisha LeCouvrie from the Alumni Office are gearing up to welcome as many as 800 alumni at Concordia's first Homecoming

Charles Bélanger

thanks to alumnus and Concordia governor George Springate for conceiving and orchestrating a special evening.

One week later, with barely enough time to catch our breath, the Association put on its most successful Casino Night ever on Saturday, February 17, at Le Centre Sheraton Hotel. Co-chairs Ian Amos and Patrick MacDonald worked with a dynamic committee of Jean-François Bigras, Anita Grant, Nijole Kazlauskas, Helen Ann Cave, Lynne Casavant, Nigel Goddard, and Johanna Meier on this enjoyable and profitable event. Everyone agreed that auctioneer Colonel Gerry Stein was the hit of the evening. Over 300 people attended and we raised \$8,300 for scholarships.

On March 17, the Alumni Membership Committee, chaired by Lesley Brooks and Maggie Porporino, organized a wine and cheese reception for graduating students. This second annual event provided an excellent opportunity for alumni to meet a number of our "new alumni" and welcome them into the association.

After greetings from Association President Ron Laughlin and Rector Patrick Kenniff, guest speaker Peter



More than 300 people attended Casino Night last February

Howlett gave a heartfelt talk on the rewards of volunteerism and exhorted the graduating students to become actively involved in their alumni association.

An added bonus to the evening was the attendance of the freshly crowned Canadian Interuniversity Athletic Union Basketball Champions, the Con-

cordia Stingers. The Association was pleased to be the first University group to officially honour these outstanding student athletes and present each of the players and their coaches with a token of our esteem.

Kudos to the Association's Seminar Committee for presenting a very busy Everyday Life seminar series which offered a wide range of topics to please a wide range of graduates.

Up to 500 alumni learned more about investment portfolios, relationships, personal tax planning, handwriting analysis, negotiating skills, time management, large party organization, astrological charts, and art therapy. A Saturday workshop on stress management offered by graduate Kathryn McMorow, raised \$800 towards the Sir George Williams Scholarship Fund.

Still to come as we go to press are a seminar on Bill 146: Family Patrimony Explained, our second Business Card Exchange and our second Tour of McAuslan Brewery. Watch for the fall season line-up in your mail in September.

CONTRACT SIGNED TO PRODUCE ALUMNI DIRECTORY

RESPONDING TO REQUESTS from many graduates, Concordia's Alumni Office has signed an agreement to produce an alumni directory, making it easy to find former classmates or locate fellow graduates for business networking purposes.

Scheduled for release in late spring 1991, the Concordia University Alumni Directory will offer an up-to-date and complete reference on more than 45,000 graduates of Concordia and its founding institutions, Sir George Williams and Loyola.

The directory, to be produced by Bernard C. Harris Publishing Co., will list graduates according to names, years of graduation and geographic location. Information will include current address and phone number as well as academic data and place of employment where applicable.

Harris will soon begin researching and compiling the information to appear in the directory by mailing a questionnaire to each graduate. Graduates who prefer not to be listed need only contact the Alumni Office in writing.



In recent years, Harris has produced similar directories for several other Canadian universities, including McGill, Queen's, the University of Toronto and the University of New Brunswick.

The Concordia University Alumni Directory, bound in a library-quality issue, will soon make finding your fellow graduates as easy as opening a book. Look for more details on the project in future issues.



Casino committee members Nijole Kazlauskas and Anita Grant with auctioneer Colonel Gerry Stein, bit of the evening

MAGAZINE EDITOR DEPARTS

Concordia University Magazine is looking for a new editor following the decision of Peter Leney to move along.

Leney, who has edited this magazine on a free-lance basis for the past five years, will pursue other interests which he lists, for the short term, as catching up on his reading, extensive travel on his BMW motorcycle, and fishing for lake trout. In the longer term, he will continue to work as a free-lance writer, editor, and translator.

"We are sorry to lose Peter," says Ann Vroom, Director of Alumni Affairs. "His deft writing skills and keen nose for a story have developed *Concordia University Magazine* into a highly-respected alumni publication."

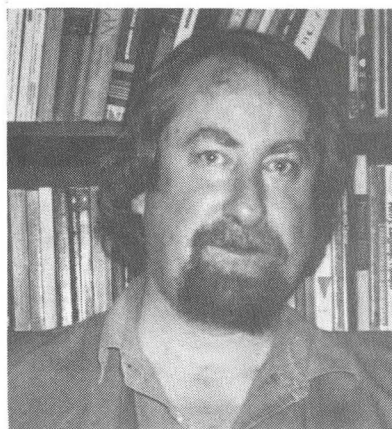
Looking back, Leney says *Concordia* gave him "a rare opportunity to single-

handedly produce a magazine from the story idea stage through writing, editing, design and paste-up at the typesetters.

"My goal was a magazine with stories that alumni would want to read both for their inherent interest and for the memories they stirred of days at *Concordia*, *Loyola* and *Sir George*," he says, adding that reaction from alumni readers has been gratifying.

Among comments on the magazine that grads have sent in with their *Keep in Touch* forms, a favorite came from Walter Thomas, BA 72: "Inspiring, refreshing, like a mini continuing education course."

With Leney's departure, the editor's position will no longer be a free-lance job as it has since the magazine was



Ann Rajan

Editor Leney: Moves along

founded in 1978. Instead, a full time editor's position is being created within the Alumni Affairs Office to oversee the magazine and other communication responsibilities. ♦

Chapter chatter

Alumni in the Boston area gathered for a *Concordia* reception at the Harvard Club in Boston in early February and met with members of the *Concordia* Advancement staff, including Director of Advancement Chris Hyde and Alumni Director Ann Vroom. Among those present were *Concordia* graduate Rachel Edelstein, *Loyola* alumni Dr. Gerald Dionne, Maureen Goss, Terrence Gain, and Lawrence McMenemy, and *Sir George* graduates Howard Hight and Rabbi Joseph Polak.

The Hong Kong Chapter of the *Concordia* Alumni Association has a new president, Barkis Ip, who takes over from outgoing president Johnny Lam. We thank Johnny for his dedication to the chapter and look forward to working closely with Barkis and other members of this dynamic chapter.

The Toronto Chapter has been busy as usual with a variety of events — the very successful Chinese New Year Dinner hosted by the *Concordia* Chinese Alumni, a Business Card Exchange evening, and a wine tasting in April. We were particularly pleased to have the Toronto Chapter present at our *Concordia* Board of Directors meetings through a conference call link-up with their fair city. Oh, the joys of modern telecommunications!

The Toronto Chapter will hold its annual general meeting on May 10 from 5-7 p.m. in the Confederation Room of the Royal York Hotel. A prominent, as-yet-to-be disclosed, Toronto-based *Concordia* graduate will be the guest speaker, and both Chris Hyde and Ann Vroom will be invited guests. Everyone is welcome. ♦

Chinese New Year

Toronto chapter rings in the Year of the Horse

By Patricia Moser

IF A WAITER in a Chinese restaurant said Kung Hay Fat Choy to you last January 27, he wasn't recommending an entrée. He was wishing you a Happy New Year — the beginning of the year 4688 on the Chinese calendar.

The *Concordia* Chinese Alumni, in conjunction with the Toronto chapter of the *Concordia* University Alumni Association, and about 160 alumni, family and friends hailed the New Year in style at the Mandarin Palace restaurant in North York.

A 12-course meal followed opening remarks by Daniel Chan, president of the Chinese Alumni, and Bernard Forster, president of the Toronto chapter. The meal included everything that a healthy palate desired including crab's claws, dried conch soup, and lobster. One can get hungry just remembering.

The meal was followed by Ka-La-OK. What is this, you ask? Well, for those of us who don't sing, it was our worst nightmare come true, and for others it was an opportunity to get discovered.

Ka-La-OK is a sing-along tradition

of Japanese origin that spread in popularity to Hong Kong's Chinese, and has now reached Toronto. Each table is given a list of songs and must send at least one representative to try and attain Andy Warhol's 15 minutes of fame.

Some achieved it: Who was that man who sang *Moon River* and does he need an agent? Others should be glad that they went to university for an education. However, everyone who participated should be applauded for being a good sport.

Over ten door prizes were won by various individuals. Many thanks to all those individuals and businesses who donated the prizes.

1990 is the Year of the Horse. If you want to find out if you're a Horse, calculate back in 12-year intervals to your year of birth (1978, 1966, and so on). Horse people are cheerful and popular, but can have a short temper. As a result of their independent nature, they refuse to listen to advice. They are good money managers.

So the next time someone calls you a horse, watch out, they might be asking for a loan! ♦



Keep in touch

Do you have any news you would like to share with fellow graduates?

Please send a note, or fill in the form below. The address is –

Concordia University Alumni Association

1455 de Maisonneuve Blvd. West

Montreal, Quebec H3G 1M8

We will publish your information in a coming issue

Name _____ Degree/year/program _____

Home address _____

Telephone _____

Check box if this is a new address ☐

Name of employer _____

Business address _____

Telephone _____

Your company's business? _____

Your position and what you do? _____

Recent work history? _____

If you continued studies, where? _____

What subject _____ Completion date _____

If married, when and where? _____

If you have any children, names and birthdates? _____

Any hobbies, sports, recreational, volunteer or political activities? _____

Any comments on Concordia University Magazine? _____

IF YOU HAVE THE TIME, WE HAVE THE PLACE . . . THE CONCORDIA UNIVERSITY ALUMNI ASSOCIATION. WE WANT YOU TO PARTICIPATE.

Volunteer your time (check box) for —

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Help start a chapter in another area

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Montreal, Quebec, H3G 1M8

Reports from near and far

Note: Our handling of reports from pre-merger graduates has been changed to include graduates of both Loyola College (identified as L) and Sir George Williams University (S) in a single list.

1943

Dr. Wilfred W. McCutcheon, S BSc (BA 44, PhD Cornell 51), received the honorary degree of Doctor of Education from Brandon University last fall and gave the convocation address.

1946

A scholarship was established at Concordia in the name of **Howard Gilmour**, S BCom, by the chartered accountant firm Richter, Usher and Vineberg, of which he is managing partner. The Howard Gilmour Scholarship, created on his 65th birthday, will be presented to a second year accounting student who excels in both academic and student life.

1961

Joseph Lavazelli, L CMA, blames free trade for mergers and company downsizing that forced him into early retirement from Primo Foods in Montreal, where he was assistant general manager. He is looking for work in the food or hospitality industry.

Joan E. Nolting, S BCom, recently moved to Winnipeg where she works for the Evangelical Lutheran Church as executive director of the office of finance and management, and the committee of pensions.

1962

Ed Prévost, L Hon BA, has joined paint manufacturer Sico Inc. as chief executive officer. He was previously president and chief executive at Molson-O'Keefe (Quebec).

1963

Pascal Delisi, S BA, is a consultant with Executive Registry, a management recruiting firm in Montreal.

Robert (Bob) Harrison, L BCom, is a life underwriter with London Life in Montreal.

1964

R. Bruce Macmillan, S BA, is head of business studies at the Abu Dhabi



Barbara Davidson

WINNING SCHOLARS: Seated above are two recipients of the Loyola Alumni Educational Grant, Tania d'Iorio and David St-Onge, who along with Seu-Ware-Kwan (absent from photo) were awarded the \$1,000 grant for the 1989-90 year. Standing behind them, from the left, are Alain Benedetti, grant initiator and past-president of the Loyola Alumni Association; Theresa McGuire, selection committee member; David McNinch, Board of Governors representative; and Michael Jalbert, current association president. The grant is awarded annually to three full-time students, with preference given to children and grandchildren of Loyola College graduates.

Women's College, United Arab Emirates. Bruce and his wife **Patricia Coulson**, S BA 67, are both on a two-year leave of absence from Georgian College in Barrie, Ont.

Ann Montgomery, S BA, joined Bishop's University last January as registrar. She previously worked two years as marketing manager with Science North in Sudbury and was the subject of a story in this magazine's September, 1988 issue.

C. Ross Osler, S BA, works for Sun Life Assurance Co. of Canada in Wellesley Hills, Massachusetts, as an operations development officer.

1965

Bob Lacroix, L BA Political Sci, is based in Halifax with the Maritime Employers Association, the bargaining agent for shipping companies. He is vice-president, Maritimes and Great Lakes regions.

1966

Andrew D. Bohen, S BA, is chairman of the biology department and a full professor at the University of Moncton. He earned his MSc at McGill and PhD at Dalhousie, and is married to **Marilyn Friede**, S BA 71.

1967

Patricia Macmillan (Coulson), S BA, is in the United Arab Emirates on a two-year contract as a library technician at the Abu Dhabi Women's College. She and husband **Bruce Macmillan**, S BA 64 (see above), are on leave from Georgian College in Barrie, Ont. **Brian Chapman ("Chappie")**, S BA (MSW Toronto 70), works for the Ontario Ministry of Community and Social Services in Barrie, Ont. as a supervisor of programs for senior citizens. He played varsity hockey for four years.

Nicholas Kouri, S BCom, has worked for Canada Post for the past 16 years in various finance and administration positions. Based at head office in Ottawa, he was recently appointed manager, project financial planning and control for the information technology Paradigm program.

1968

Seimer H.L. Tsang, S BEng (MEng 71, DEng 76), is chairman and professor in the mechanical engineering department of Lakehead University in Thunder Bay.

Harvey Oberfeld, S BA, has returned to Vancouver as a television reporter

with BCTV after spending eight years covering Parliament Hill in Ottawa. He writes that he's "still totally in love with Lotusland."

Richard Cohen, S BA, lives in Morin Heights and has his own company, Corico, importing travel books and marketing to the travel industry. He founded the company with his wife, Dr. Corina Lupu, a veterinarian, after they returned from travels in southeast Asia.

1969

Dionigi M. Fiorita, L BSc Physics, last July joined the Montreal law firm of Lavery, O'Brien where he specializes in aerospace and aviation insurance law. He previously served four years as permanent representative of Canada on the council of the International Civil Aviation Organization and head of the Permanent Canadian Delegation to ICAO.

1970

David Balfour, S BSc Civil Eng, works for himself in Toronto, buying properties in order to renovate and rent them out.

Kevin Conway, L BA Communication Arts, works with Mediacom Inc. in Toronto as vice-president, airport advertising. He writes that the magazine should "encourage letters from grads."

David P. Gall, S BEng, is in Birmingham, Michigan, working as regional sales manager for Cooper Industries energy services group. He previously worked for GE Canada and Foster Wheeler.

Paul Mackey, L BSc, was elected a Quebec City alderman last November as a member of the Rassemblement populaire. His party won 15 of 21 seats on council, ending 25 years of rule by the Progrès civique party. Paul, a provincial civil servant in the transportation department, chairs the city council committee on transportation and belongs to committees on economic development and land use planning. He and his wife are expecting their first child in June.

William C. Marshall, S BCom Economics (MBA 71 UBC), is managing director with Northern Telecom International Finance in The Netherlands.

Brian J. McCormick, L BA Communication Arts (BA 76 Psychology), is a psychologist at the Nova Scotia psychiatric hospital in Dartmouth. After Loyola, he earned an MA from Acadia and a PhD in clinical psychology from the University of Saskatchewan.

David A. Rouatt, S BCom (York MBA 72), is in New York City as senior vice-

president, sales, with Gannett Inc., a newspaper (*USA Today*), broadcasting and outdoor advertising company.

1971

Marilyn Fialkow-Chadnick, S BA (Windsor BSW 76, McGill MSW 77), is chief social worker at the Montreal Convalescent Hospital, where she developed a counselling program for rehabilitation and cancer patients. She lists other activities as dream work, graphoanalysis, spiritual development and writing satirical plays for the hospital.

Marilyn Friede Boghen, S BA, is a French immersion elementary school teacher in Moncton, New Brunswick. She received her education degree from Mount St. Vincent in 1973 and took French studies in Aix-en-Provence in 1985.

Stanley Pasternak, S BA (MBA York 74), is vice-president and treasurer of Canadian Tire Corp. in Toronto. He was previously vice-president of corporate banking with the Royal Bank of Canada.

Cheryle Paul Schindler, L BA English (Guelph MA 82, Toronto BEd 74), is an English teacher with the Scarborough Board of Education at R.H. King Academy.

D. Richard Smyth, S MEng (MBA 74 McGill), works for Northern Telecom Canada in Halifax as an account manager. He also runs a bed and breakfast in summer, is an account executive with the United Way in Halifax, and enjoys walking Nova Scotia beaches.

1972

Richard van Putten, S BSc, recently became manager, U.S. information

THE CONCORDIA UNIVERSITY ALUMNI ASSOCIATION

acknowledges with gratitude the following companies and individuals for their contributions to the Fourth Annual Casino Night held on Saturday, February 17, 1990

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Red Lobster Canada

Restaurant de Hélène de Champlain

Ritz-Carlton

Roswell Computer Books

Schenley Canada Inc.

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Shooters Bar (sponsor)

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Sports Experts

Sun Life of Canada (sponsor)

The Comedy Nest

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TravelCuts

Van Horne and Roberge Flowers

YMCA Montreal

systems, with the Royal Bank of Canada on Wall Street in New York City. He and his wife **Susan (Summerly)**, also S BSc 72, have two children and live in Montclair, New Jersey.

1973

Stephen Morrissey, S BA (MA English 76 McGill), has published his third book of poetry, *Family Album*, with Caitlin Press in Vancouver. He has taught English and humanities at Champlain College in St. Lambert for 13 years.

1974

Teresa Kuzyk, S BFA Art History, teaches art to grades one to nine at Sargent Park School in Winnipeg. She earned an education certificate and pre-Masters in art education from the University of Manitoba in 1978.

Israel M. Lachovsky, L BCom, works for Amoco Canada Petroleum in the financial accounting area, looking after the debt Amoco assumed after taking over Dome Petroleum. He has been in Calgary since 1978, working as operations manager with Sony Canada before joining Amoco in 1984.

Isaac Shainblum, S BA Applied Social

Sci, is in San Diego working in sales for Northwestern Mutual Life.

1975

Derrick C. Bailey, BEng, is in Chicago studying for his Masters in architecture at the University of Illinois. He received an Abraham Lincoln Fellowship.

Paul M. Beaudry, BA Political Sci, is president and senior consultant with Personnel and Industrial Relations Consulting in the Ottawa area. He is also active in the Ottawa-Carleton Board of Trade and the local Progressive Conservative association.

Irene Bilas, BA History, is a librarian at Rice Brydone Ltd., an interior design firm in Toronto. She earned a Library Science Masters from the University of Toronto in 1982.

Laurette Mackey, BA Hon French, moved to New Brunswick last September to become branch supervisor of the Saint John Regional Library. She was previously chief librarian in Aylmer, Quebec, since graduating in 1977 from U of T with a Masters in Library Science.

Diane B. Wolfenden, BA History (McGill MLS 77, MBA 83), has moved

NOTICE

is hereby given that the

ANNUAL GENERAL MEETING

*of the Association of Alumni
Sir George Williams*

*University Inc., now part of
Concordia University, will take
place starting at 6:00 p.m. on
Wednesday, May 15, 1990.*

*The meeting is held for the
purpose of receiving reports
and the election of a new slate
of directors.*

*A special reception will follow
the meeting in the Faculty
Lounge, 7th Floor, Hall Bldg.,
1455 de Maisonneuve Blvd. W.*

RSVP Alumni Office:

848-3819

**Thanks to Mr. Wilson,
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A lot.

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Matching gifts can double your donation

MANY CONCORDIA supporters are missing a painless chance to double or even triple their gifts to the university, officials at the Office of University Advancement believe.

There's nothing mysterious about the extra money — no tickets to buy or coupons to scratch. It comes from the philanthropy of corporations with a policy of matching employee donations to their alma maters.

Corporate matching gifts bring in substantial amounts to universities in the U.S., where the formula originated as a way for companies to support the universities that educated their employees. Dartmouth College, for example, received about \$1 million in matched gifts in 1983.

At Concordia, the amounts are far smaller. Matching gifts accounted for only \$14,615 out of \$623,255 contributed during 1988-89 Annual Giving. So it's not surprising that advancement officials feel there is room to grow.

"There are a lot of potential matching gift contributions that we're not getting," says Hélène Cossette, the Advancement officer who coordinates Concordia's matching gifts program. "Many graduates may not be aware that their employer has a matching gift policy."

"Furthermore, these programs

normally require the employee to take the initiative and contact the personnel office to obtain an application form. The employee then fills out the donor portion of the form and sends it to Concordia with his or her donation. At this point, it becomes the university's responsibility to coordinate matters with the employer," she says.

As a first step, alumni can find out if their employer is a matching gift company by consulting the folder included in every alumni mailing listing some 450 companies that match gifts to Canadian universities.

Not only does the matched gift help Concordia, it also counts as part of your contribution to the university in determining your participation in the Faculty Affiliation Program. All donors of \$100 or more, including the matched gift, are members.

Matching gifts can also cross the Canada-U.S. border in some cases. Graduates working for companies in the U.S. may find that their employer will match contributions to Canadian universities directly or through a Canadian subsidiary.

For further information about matching gifts, you may contact Hélène Cossette at the Office of University Advancement by phoning (514) 848-4856 or faxing (514) 848-2803.

to Mississauga, Ont., to work for the city government as manager, management studies. She previously spent more than ten years at CP Rail, where her last position was manager, public policy research and analysis.

1976

Peter P. Auyeung, BEng Electrical, works for Northern Telecom Canada in Brampton, Ont., as a new product engineer. He acts as project leader and program manager in bringing new products to the manufacturing stage. **Alexander Brzezinski**, BCom, was recently appointed senior partner with the Montreal chartered accountant firm Levy Pilon.

John D. Burke, BCom, is controller of the Gattuso division of Campbell Soup Co. in Ville St. Laurent.

Jean Percival (McCann), BSc Geology, completed her PhD in earth sciences from Carleton in January and is now with the Geological Survey of Canada on an NSERC visiting fellowship conducting research in the environmental geology field.

1977

Susan Bell (Gaffney), BCom, is staying home with children Christopher and Scott in Toronto after working six years in the advertising business. Husband Gordon Bell is an investment banker with Dominion Securities.

Mo Carey, BA Sociology, is an RCMP constable working at Lester B. Pearson Airport in Toronto. A 12-year member of the force, he was previously posted in Newmarket, Ont.

Lynda Cherry, BA Hon Sociology, is dean of career programs with the Alberta Vocational Centre in Calgary, overseeing training programs in business, health care and the service industry. She is back in Calgary after two years as director of education at the Lethbridge regional hospital.

Gloria Odorizzi Pozza, BA, has been a teacher at St. Paul elementary and high school in Laval for 21 years, and writes that she is "still enjoying it." Her husband **John Pozza** is a 1958 Sir George commerce grad, and their daughter Miriam is to graduate from Concordia this spring with a BSc, majoring in statistics.

Monique A. Regimbal, BA Communication Arts, lives in The Netherlands and teaches at the Tilburg School of Journalism.

1978

Irvine R. Annesley, BSc Geology (MSc Windsor 81, PhD Ottawa 89), is a research scientist with the Saskatchewan Research Council in Saskatoon.

The Concordia University Alumni Association Inc.

8th ANNUAL GOLF TOURNAMENT

*September 28, 1990
at the Royal Montreal Golf Club*

*All Concordia, Loyola and
Sir George Williams graduates
are invited to play.*

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848-3823*

Peter Anthony Vetere, BCom, works for Transport Canada in Dorval as acting regional superintendent, flight instrument standards. His wife **Bonita Ann Berezuik**, BA 79, is an Air Canada flight attendant.

1979

Jacqui Penson, BA Applied Social Science, is in Toronto with the Big Sisters Association of Ontario as a case worker who screens and matches big and little sisters. Other activities include folk dancing, choral music and volunteer reading for the Canadian National Institute for the Blind.

Bernard Roy, BA Communication Arts (Eng Manitoba 87), is an industrial engineer with Vancouver consulting engineers Kom Lynn Associates. He also scuba dives and sails.

1980

Elaine Blackburn (Dunn), BA Psych, Leisure Studies, is coordinator of community recreation services for the city of Kirkland.

André A. d'Entremont, BA Hon Geography, works for Environment Canada in Yellowknife as chief of the environmental quality division. He joined the agency in Dartmouth, N.S., after graduating from Dalhousie University with a Masters in environmental studies in 1983.

Nadia Mary Gold (MacIntosh), BA, is a social worker at the Royal Alexandra Hospital in Edmonton. She earned a BSW from Dalhousie University in 1983.

Julie Nicholls, BSc Bio Phys Ed, works for The Bay in Dorval.

Brian Quinn, BAdmin, lives in Arlington, Massachusetts, and is president of Microage, a micro computer sales firm in Boston.

1981

Simon Batcup, BCom, is a manager with office supplies distributor Quill Corporation Canada in Mississauga.

Richard Buchanan, BCom Marketing, is sales manager with Photocomp R.B. Ltd. in Montreal. He has been with the advertising typography and desktop publishing firm since graduation.

Craig Cottle, BFA, won third prize in the latest CBC Literary Competition, radio drama category, for his play entitled *Remembrance Day*.

Ian Ferrier, BA Creative Writing, is president of NorthLight Communications, a Montreal translation, writing and desktop publishing firm. It's a family undertaking along with sister **Susan Ferrier**, BA 86 Creative Writing, and brother James who was an

MBA student at Concordia but did not graduate.

Linda Holtzman, BA English, is a secretary with general contractors Broccolini Construction in Montreal. **Carlo Novati**, MBA, is a senior financial analyst with BCE Inc. in Montreal. A goalie with the MBA Buck\$ in intramural hockey from 1979-81, he reports he has "now settled into less strenuous old-timers hockey to save wear and tear on my equipment."

Audrey Samz (Szamatolski), BA Communications, has changed her name and started her own vegetarian gourmet catering service in Toronto, called Aud'oeuvres. She was previously a receptionist with a Toronto advertising firm.

Michael White, BCom, is a systems analyst with STS Systems in Dollard-des-Ormeaux. He married **Donna Giamprini**, BSc 86 Biology, in the Loyola Chapel in 1985.

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The University benefits from this program by receiving a percentage of all sales generated by the card. So use your card with pride and satisfaction, knowing that each time you do so, you are spreading the Concordia name and supporting your alma mater as well.

1982

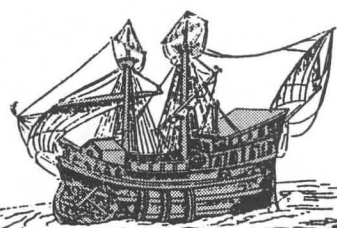
John Teddy Ambenge, BA Hon Sociology, lectures in sociology at Egerton University in Njoro, Kenya and is interim head of the department of sociology and anthropology.

Honoka Banda (Inoue), BFA Music, lives in Kobe, Japan, and works as a free-lance violoncellist.

Caroline Blair, BA Sociology, is in Nairobi, Kenya, as a program advisor on population management projects with the United Nations Population Fund. She was previously with the Canadian International Development Agency in Ottawa.

Voula Coccolakis, BA, MBA 85, is home in Oakville, Ont., being a full-time mom to son Rhys David born last January. Her husband and the proud father is **Simon Batcup**, BCom 81 (see above).

Brian Lee, BSc, is a project manager



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NOTICE

is hereby given that the

ANNUAL GENERAL MEETING

of the *Concordia University Alumni Association Inc.* will take place at 6 p.m. on Thursday, September 27, 1990, in the Russell Breen Senate Room, Drummond Science Library, Loyola Campus. The meeting is held for the purpose of reviewing reports and electing new officers and directors. A special reception will follow in the Vanier Library, where a plaque acknowledging alumni participation in the Capital Campaign will be officially unveiled.

RSVP Alumni Office:
848-3819

* * *

The following slate of officers and directors is being presented:

Officers:

President: Pierre Frégeau
Immediate Past President: Ron Laughlin
Vice-President: John N. Economides
Secretary: Frances Ann Shuck
Treasurer: Don Thomas
Loyola Alumni Association President
Association of Alumni Sir George
Williams University President

Directors:

Helen Ann Cave	Nijole Kazlauskas
Louise Cherry	Norman Light
Edward Davidson	Brian Marcell
Barbara de Beaupré	Julia Matusky
C. de Kovachich	Nancy McHarg
Diane Drury	John Monroe
Nicole Fauré	Benoit Pelland
J. Roy Firth, Rep to	Bob Philip
Board of Governors	Maggie Porporino
J. Douglas Hall	Pete Regimbald
G. Hildebrandt	Sandra Trihey
Michael Judson	Nick Vannelli

Article VI, Section 5, of the Association's By-Laws provides for nominations by the Nominating Committee to fill vacancies on the Board of Directors. Additional nominations for any office received by July 31, 1990 and signed by at least ten members in good standing, will be placed on a ballot and a postal election held. If, however, the Nominating Committee selection is acceptable to graduates, those named will take office at the Annual General Meeting. There shall be submitted, for the approval of the membership, amendments to the Constitution and By-Laws of the Association, generally pertaining to the nomination and composition of the Board of Directors.

with Bell Canada in Ottawa.

Mary-Anne Rytzel, BCom Finance, is a material coordinator with Ericsson-G.E. Communications Inc. of Montreal.

Ernest Schmidt, BCom 82 MBA 84 (LLB 88 Windsor), is an associate lawyer in commercial litigation with Rasmussen Starr Ruddy in Ottawa.

1983

Amin Janmohamed, BA Political Sci, lives in London, England, and runs a delicatessen and café.

Sidney F. Hodgson, MBA, works for the Canadian Red Cross Society in Ottawa as director of the computer services department.

Deborah Roytenberg, BA Psych and APSS, lives in Jerusalem and works for the Jewish agency Tnuat Aliya as coordinator of program development for immigrants to Israel from English-speaking countries. Deborah moved to Israel in June 1988, studied Hebrew for eight months and reports that she is "now settled in and enjoying my job."

1984

John Conte, BEng Mechanical, works in Calgary for Shell Canada as an instrument technician.

Mehdi Ghafouri, MEng Building, has his own architectural firm in Montreal which concentrates on museum design. He teaches architecture at Vanier CEGEP, and lists other interests as international relations, multiculturalism and travel.

Andy Grougrou, BCom, is a sales representative with 3M Canada in Ottawa.

Carol Leroux, BFA Film Prod, is an advertising representative with CJAD in Montreal.

Elaine Lévesque, BCom, works for Petro Canada as marketing manager, retail division, in the Gaspé. She lives in Rimouski.

Patricia Moser, MBA, has joined York Central Hospital in Richmond Hill, Ont. as director of materials management.

Susi Rachouh (Nelson), BA, lives in Henniker, New Hampshire, where she is international student advisor and assistant director of student programs at the American campus of New England College. She married Abdelfattah Rachouh in 1987.

Tonia Trudeau, BCom Marketing, has been transferred by the Royal Bank of Canada to Burlington, Ont., where she is assistant manager, career programs and sales training.

Peter Lawrence Wright, BComp Sci, works for Prior Data Sciences of Kanata, Ont., as a systems administrator.

The firm works in the area of air traffic control software and graphics software.

1985

Peter Boronkay, BCom, began studying architecture at the University of Colorado in Denver and is now continuing studies at McGill. He is engaged to be married this July.

Lillian Buttner, BCom Admin Management, works in Vancouver as a sales representative for Imperial Tobacco. Previously a credit analyst with CIL in Montreal, Lillian and **Serge Paiement**, BCom 85 Marketing, reached Vancouver after three months travelling cross country in a camper van with their dog Muffin.

Scott M. Ferguson, BSc Biology (Ecotoxicology Dip 88), is a technical associate with Betz Inc. in Ottawa. He reports he's "still swamped with extra-curricular activities and triathlon training. A special hello to Val!"

Gail Sumeraj-Larocque, BA, works as head educator at the Place Ville Marie day care centre. She returned from maternity leave in February after giving birth to Steven Geoffrey, Jr. last September.

Sharon Vjen, BCom, works for Tilden Rent A Car System in Montreal as training and consumer affairs manager and convention planning coordinator. She is studying for a certificate in human resources management at McGill.

Wolf Christian Wilisch, BSc Chemistry, is working for his PhD in chemistry at the University of California at Berkeley.

1986

Michael J. Abbass, MBA, has been transferred to St. John's, Newfoundland, with Merck Frosst Canada.

Ron Bourdeau, BCom (MBA 89 Toronto), is an account officer with the Bank of Nova Scotia in Toronto.

Pierre Desjardins, BSc Math Co-op (MBA 89 Western), is manager of internal audit and special projects with Canadelle Inc. in Montreal, the Wonderbra company.

Regina Goldberger, BA Applied Social Science, received her MBA in industrial marketing from Baruch College in New York last June. She lives in Brooklyn and lists her interests as art collecting, photography, travelling, piano, and going to museums.

Michael Marmur, MBA, recently joined Coopers & Lybrand in Toronto as an executive search manager specializing in recruitment in the information systems field. He and his wife Janet live in Thornhill with their two

young children.

L. Nora Whitcher, BFA Music, works in the public affairs office at the University of Calgary, co-ordinating print advertising from conception to finished artwork. She also does music composition using computers.

1987

Daniel G. Burrows, BA Political Sci, is a sales rep with W. Frank Real Estate Ltd. in Whitby, Ont.

Patricia Judd (Kennedy), BSc Hon Applied Math, works for the Bank of Montreal in Toronto as a senior systems analyst supporting the bank's planning and forecasting system.

Joseph Marovitch, BA Psychology, works for his family-owned Camp MaroMac, a summer camp for boys and girls aged 7-14 in the Laurentians.

Danny Pivnick, Dip Sports Admin, is an agent with Terry Martel Real Estate in Toronto. He was previously public relations coordinator for the Canadian Soccer League.

Robert P. Sbrissa, BCom Marketing, works for Computer Entry Systems in Montreal as an account executive responsible for marketing in eastern Canada. Last August, he married **Monica Mersiadis**, also a BCom 87 graduate.

Carey Watt, BA History (Liberal Arts College), is a citizenship officer with Secretary of State, citizenship, in Toronto. Carey is an amateur guitarist and a member of Amnesty International.

1988

Louise N. Brunet, BA Communications Studies, works for radio station CHOM-FM as a news writer and reporter, and is also listings editor with *Preview Montreal*.

Charles Schell, MBA, is a post-graduate fellow, international banking and finance, at the Manchester Business School, University of Manchester, in England.

1989

Jean-René Ello, BA Journalism, is a researcher and production assistant with CBC *NewsWatch*, working with the *Citybeat* section of the program.

Josée Tarzi-Piette, MBA, works for the Yellow Group shoe retail chain as a quantitative analyst.

Diana Ruzic, BCom Marketing, is marketing coordinator with J. Pascal Inc. in Montreal.

Richard Wellen, BCom Mgmt, Marketing, has moved to Toronto to work for Anixter Canada as a product specialist responsible for marketing cable system components across Canada. ♦

We're missing true reality by running success stories

I AM A GRADUATE wishing to express a few brief yet strongly-felt opinions on *Concordia University Magazine*.

In essence, the magazine provides casual reading with the occasional interesting article that deals with a current issue and how the university reacts to it. The articles are well written and generally do not fall into boring editorial tangents.

But there is that one section of the magazine (*Reports From Near and Far*), dealing with graduates and their personal success stories, which I find quite unappetizing. It looks like the Concordia University Fortune 500 Club where we are served up a menu of self-indulgent personal biographies about presidents of, vice-presidents of, chairmen of, general managers of, supervising consultants of, and maybe one day gods of.

What this listing does is almost to insult and discard the vast majority of Concordia graduates who lead normal productive yet non-illustrious lives, who work, play, eat, breathe, make babies, go shopping, feed the cat, and do a multitude of other mundane things called living.

The point is that we can't all become presidents or prime ministers, yet to ignore our existence and contribution to society is totally unacceptable, not only to me but also

to the vast majority of graduates who share the same opinion.

Why don't you ever speak of Concordia graduates who are single mothers working as bank clerks or barmaids trying to balance work and raising a child? What about Concordia graduates who are struggling actors and musicians who drive taxicabs in order to feed and clothe themselves?

What about Concordia graduates who have had their career aspirations destroyed because of abusive spouses or company closures? What about so many Concordia graduates who face existential problems such as separation, divorce, drug addiction, unemployment, sexual harassment, racism, and so many other very real yet unpleasant realities of life?

There is much more we can learn collectively by dealing with those truths rather than merely publishing narrow-minded views on personal success.

The time has come, I believe, for some type of democratic airing of opinions so we can eventually have a magazine that reflects the true reality of many present and future graduates of this institution. The values upheld in your magazine, directly or not, are quite bigoted and reflect a sad state of affairs where materialism and personal gain are the ultimate good.

If Concordia and its alumni magazine fail to grasp this obvious truth, then it is doomed to be an automaton factory churning out mindless technocrats whose only ambitions and concerns are free publicity and fattening their bank account.

My memory of university life at Concordia is one of human contact, compassion and love that I was fortunate enough to share with so many of my fellow students.

Some indeed have failed the material test of success, yet their value as friends and human beings is priceless. In fact, that is probably why they will never be published in your magazine, but they are worth much more than you think.

Robert Gaudelli
BA Psychology 86
Musician and part-time waiter
Montreal

CAMPUSES FORMALLY NAMED LOYOLA AND SIR GEORGE WILLIAMS

THE BOARD of Governors has passed a formal resolution designating the names of Concordia's two campuses as the Loyola Campus and the Sir George Williams Campus.

To the dismay of many alumni and staff, the two locales have often been referred to informally in recent years as the "West End" and "Downtown" campuses.

The governors' resolution "recognizes the traditions associated with the two founding institutions" and reinforces the alumni's sense of identification with their alma mater. ♦

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ties are a handsome and lasting
reminder of your
alma mater.

The Concordia University shield, based on a design by David McKeen, combines the Sun in Splendour on a background of Pean, representative of Loyola, and the red inverted Triangle bearing the Book of Learning, emblematic of Sir George Williams. The name of the University reflects the motto of the City of Montreal, "Concordia Salus." In echoing its exhortation to balance, measure and proportion, this motto serves as a reminder of the enduring educational idea of fulfilment through harmonious development.

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